MAY 19, 1947 PRICE 20 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

The unceasing sweep of the second hand around the face of the studio clock represents, in its way, one of radio's surest virtues. For the split-second timing by which radio lives is the essence of dependability—a characteristic that millions of American listeners have come to accept and expect in the way radio serves them, day and night.

Dependability is no less a central feature in the make-up of the seven Fort Industry stations. Reaching 20,000,000 people in seven important markets, they have grown steadily and strongly because they *know* the importance of dependability in the service they render.

And, sure as time itself, the Fort Industry stations will continue to employ the finest broadcasting skill, maintaining the dependability that listeners and advertisers alike have come to expect of them.

A FORT INDUSTRY STATION

"You can bank on a Fort Industry Station"

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. · WWVA, Wheeling, W. Va. · WGBS, Miami, Fla.
WAGA, Atlanta, Ga. • WMMN, Fairmont, W. Va. • WLOK, Lima, O. • WHIZ, Zanesville, O.

WCOPersonalities

Boston's most progressive station builds listenership with personalities. Top local talent plus intensive promotion in newspapers and other media have established WCOP names as household words in Greater Boston. Here are two leading WCOPersonalities:

BOSTON'S BEST WEATHER COMMENTATOR:

"THE OLD SALT" (RALPH BARKER) BROADCASTS TWICE DAILY DIRECTLY FROM HIS HOME ON CAPE ANN FROM 7:40 TO 7:45 A.M. AND FROM 6:10 TO 6:15 P.M., WITH AN EXTRA WEEK-END TALK SATURDAY FROM 12:40 TO 12:45 P.M.

Says G. Harold Noyes, retired Senior Meteorologist in charge of the U.S. Weather Bureau Station in Boston: "I want to express our appreciation for your excellent public service in your weather broadcasts; and likewise to Mr. Barker for the highly competent work he is doing. I have listened to several in different parts of the country, and there are not any to equal Mr. Barker's and your service."

Says Charles H. Bemis, writer of the widely read column, "Our Wonderful Weather" in the BOSTON GLOBE: "Regards to my favorite weather commentator. I hear you on my radio whenever possible — and that is very often. Wish there were more like you."

WCOP'S STAFF SPORTS ANALYST:

CHUCK CROSBY GIVES HIS "SPORTS SCRAPBOOK" FROM 6:00 TO 6:10 P.M. DAILY, AND HIS "SPORTS FINALE" FROM 11:15 TO 11:20 P.M. DAILY

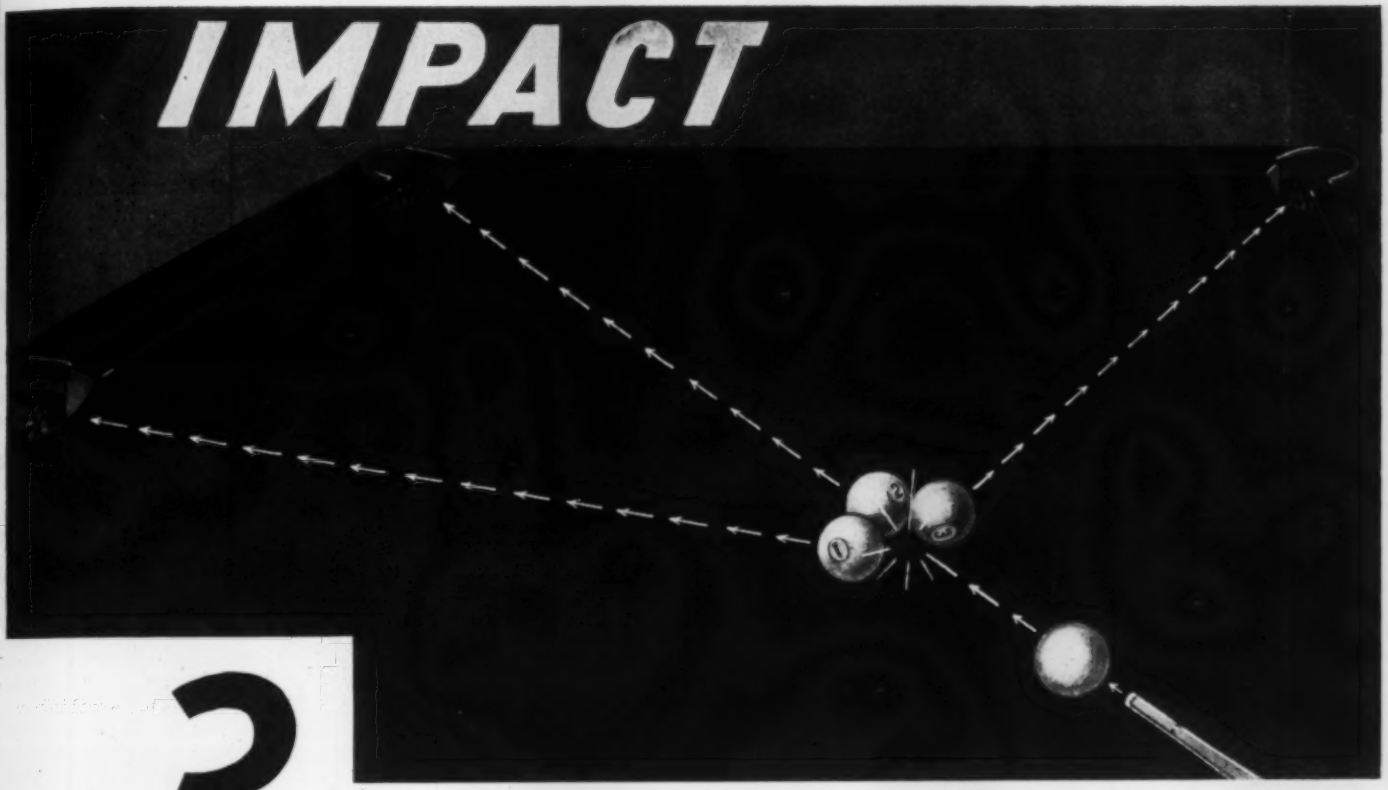
Crosby clinched an already outstanding reputation with his superb broadcast job on the NCAA Basketball Tournament in New York, which had terrific interest for local fans. He is sponsored seven nights per week at 11:15 P.M. with his late round-up of baseball scores. His early evening program is currently available.

WCOP Boston A COWLES STATION

1150 Kc. RATES AND AVAILABILITIES ON THESE TWO TOP PERSONALITIES FROM ANY KATZ OFFICE

Boston's Exclusive ABC Basic Outlet

IMPACT



3 WAYS...

1. **Yankee Home-Town Stations**
2. **Yankee Network, New England's Largest Regional Network**
3. **Mutual Broadcasting System, World's Largest Network**

Yankee's 24 home-town stations do a three-way job in New England.

Each Yankee station provides the impact of its local acceptance as a home-town station, used daily by local merchants, carrying programs of local interest.

It has a separate identity, provides a second powerful impact as the Yankee station in its trading area, carrying Yankee programs sponsored by New England and national advertisers.

Then, its identity and acceptance extend still further. As a Yankee station it is a part of the 400-station Mutual Broadcasting System, the world's largest network.

That's why Yankee home-town audiences do not have to dial outside stations. They get everything — home-town programs, Yankee programs, including Yankee Network News Service, and Mutual's coast-to-coast programs in one big Yankee package.

It's a powerful three-way impact — and, because all principal markets are within Yankee coverage areas — it's an impact that hits 89.4% of New England's radio homes.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

SOON UPCOMING will be joint "freedom of speech" conference of top-level executives of mass communications media. Informal discussion would be at invitation of NAB President Justin Miller with heads of American Newspaper Publishers Assn., Motion Picture Producers Assn., National Publishers Assn., and possibly American Society of Newspaper Editors on list.

DESPITE better-than-expected showing made by FCC in plea for record-breaking $7,300,000 budget before House Appropriations Subcommittee fortnight ago, Capitol Hill sources indicate slash of not less than 25% and possibly up to 40%. This would mean curtailment of Washington staff operations, notably broadcast activities.

PROPOSED NAB code of commercial and program standards may be tougher than most broadcasters anticipate. Strong element in committee favors imposing sanctions on stations violating commercial standards, arguing this is necessary if broadcasters are to control their own programming.

COMR. Clifford J. Durr is having FCC staff tabulate outstanding licenses and CPs (AM and FM) according to cities, along with breakdown of pending applications. Purpose not clear, but presumably to show present picture and guide in future grants along purported equitable distribution lines of Communications Act [CLOSED CIRCUIT, May 5].

MOVE may develop at NAB board meeting this week to conduct another survey on what public thinks of radio. Original NORC study, costing about $30,000, producing results beyond expectation. NAB distributed 10,000 copies and printer plans to run off new edition to meet outside demand for book.

REPORTS PERSIST FCC Chairman Denny will resign soon. Denny, now presiding over International Telecommunications Conference at Atlantic City, intends to complete that task, which will run until September, [CLOSED CIRCUIT, March 24]. If he does decide to enter private law practice or perhaps take an executive post in radio, it probably won't be until around Christmas.

FCC CHAIRMAN now preparing to push special legislation to guarantee continued U. S. hold on international broadcasting frequencies in event Congress fails to authorize "Voice of America's" 1948 budget. Move being planned in close cooperation with State Dept. International Broadcasting Division.

IF FCC RESUMES licensing of daytimers on clear channels after June 2 daytime skywave hearing, observers think it'll be with 250-w to 1-kw power limitation on daytime grants, at least until clear-channel case is decided. Day and limited-time applications for

(*Continued on page 94*)

Upcoming

May 20: NAB Finance Committee, NAB Headquarters, Washington.

May 20: NAB housewarming, NAB Headquarters, Washington. 5-7 p. m.,

May 21-22: NAB Board of Directors, NAB Headquarters, Washington.

May 25-28: Advertising Federation of America Annual Convention, Hotel Statler, Boston.

(Other Upcomings Page 83)

Bulletins

ELECTION of FCC Chairman Charles Denny to Chairman-President of International Radio Conference confirmed at Atlantic City. British delegation head Sir Stanley Angwin elected to lead Allocations Committee. Vice-Chairmanship of Radio Conference went to Francis Colt de Wolf, State Dept. Telecommunications Chief. Keynote address by Assistant Secretary of State Garrison Norton stressed Conference responsibility for creating "global master-plan" for world radio.

MAJOR networks Friday recognized Radio Writers Guild as bargaining agent for freelance writers employed by networks and working on national programs originating in New York, Chicago, San Francisco and Los Angeles. Definition of bargaining unit to be represented by Guild was tentatively fixed, according to joint statement issued by union and networks. Unit will not include certain writers regarded as independent contractors.

INTERIM plan of Television Broadcasters Assn. for temporary installation of video antennas on apartment houses accepted Friday by City Investing Co., New York, which agreed to immediate installations in New York and Washington. Acceptance, which provides for temporary dipole antennas, said by TBA to have "effectively broken" resistance of apartment house landlords. Action pends development of master antenna system.

MEETING of FM Assn.-Radio Manufacturers Assn. liaison committee, scheduled May 21 at Statler Hotel, Washington, postponed late Friday at request of RMA (early story page 38). June 3 set as tentative date for meeting.

FCC INDUSTRIAL ALLOCATION

FCC FRIDAY made final its April proposals to allocate 915, 5850, 10,600, 18,000 mc and one frequency in 6 mc area for industrial, scientific and medical service, effective June 23. Whether present 6-6.2 mc allocation to international broadcasting will be affected, FCC sources noted, depends upon what frequency is chosen for industrial use in that area. Other allocations make no changes in broadcasting allocations incorporated in April plan [BROADCASTING, April 21].

Business Briefly

CHEVALIER SOUGHT ● General Motors Corp. through Myron Kirk, radio director of Kudner Agency, reportedly negotiating with William Morris Agency for packaged, live or transcribed, show starring Maurice Chevalier in fall but with asking price of $15,000 per week cut in half. Package would also include Beatrice Lillie, comedienne. Kraft interested if price is shaved.

FORD REPLACEMENT ● Permanent replacement June 18 for *Dinah Shore Show*, 9:30-10 p.m. Wed. on CBS, sponsored by Ford Motor Co., will be Meredith Willson. Contract, for 52 weeks, handled by Kenyon & Eckhardt. Formerly was J. Walter Thompson Co. account.

GENERAL MILLS RENEWS ● General Mills, Minneapolis, June 2 renews for 52 weeks *Hymns of All Churches* and *Betty Crocker Magazine of the Air* on ABC. Programs, aired simultaneously 9:25-9:45 a.m. CDST Monday through Friday over ABC network. Agency, Dancer-Fitzgerald-Sample, Chicago.

NEW PARKER INK ● Parker Pen Co., Janesville, Wis., May 28 starts six-week campaign to introduce new quick-drying superchrome ink. Campaign includes announcements on two Parker shows *Information Please* and *Ned Calmer and News*, beginning May 28 and 31 respectively.

ANNIVERSARY ON ABC ● *Jewish Daily Forward*, newspaper, will celebrate 50th anniversary by sponsoring special dramatic half-hour program May 25 11-11:30 a.m. on ABC.

HOTEL SPOTS ● Greater Chicago Hotel Assn., through M. M. Fisher Assoc., Chicago, starts spot campaign in 11 cities within 400-mile radius to advise on availability of rooms.

WHITEMAN DISC SHOW SOLD OUT BY ABC

ABC's new five-weekly hour-long Paul Whiteman disc jockey show sold out last week when Wesson Oil & Snowdrift Sales Co., New Orleans, and Nestle's Milk Products Inc., New York (Nescafe), bought two remaining 15-minute segments. Time sale—$5,200,000—which network believes largest in radio history covers sponsorship of program by National Biscuit Co., R. J. Reynolds (Camels) and above sponsors, each carrying show for quarter-hour periods, Mondays through Fridays, 3:30-4:30 p.m. beginning June 30. Paul Whiteman reportedly will receive $4,000 weekly.

Wesson will drop Edwin C. Hill program on 77 ABC stations, Mon.-Fri. 3:30-3:45 p.m.

Agencies are: McCann-Erickson for National Biscuit; William Esty & Co. for R. J. Reynolds; Kenyon & Eckhardt for Wesson; Compton Adv. for Nestle's.

184.6% MORE

Now Nashville has natural gas—and industries are using 184.6% more than last year. . . . Such tremendous gain has created almost a new industry. . . . More workers were needed to lay extra lines and expand maintenance services. . . . Such new or increased business activity means more dollars added to the $800,477,000 buying income of the Nashville retail market. And it means more dollars to buy your products. . . . So, get your message to the Nashville market area by selling the large audience who listen regularly to WSIX.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY

5,000 WATTS 980 KC

AMERICAN

•

MUTUAL

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

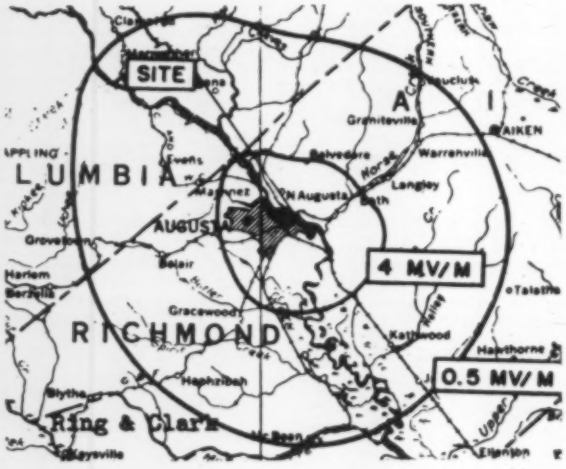
Represented Nationally by
THE KATZ AGENCY, INC.

LATE NEWS
ON WTNT, AUGUSTA, GEORGIA

AS REPORTED TO ADVERTISERS AND AGENCIES BY THE NATIONAL BROADCASTING COMPANY

ACTUAL MEASUREMENTS OF WTNT'S FIELD STRENGTH INTENSITY REVEALS WTNT COVERAGE AREA IS GREATER THAN PREDICTED!

The station audience maps in your WTNT folder are based on *predicted* coverage. Actual measurements made after WTNT went on the air reveal that WTNT covers intensely an additional area in South Carolina, which is actually a part of the Augusta metropolitan area.



This additional area adds approximately 15,400 more population to WTNT's intensive coverage area . . . and these 15,400 spend over $4,000,000 a year, have a buying income in excess of $9,000,000 a year. In the original WTNT folder the "Over 50% circulation, Daytime Area" column, and both columns under "Nighttime Area" should be revised as follows:

Population	104,300
Radio Families	22,480
Retail Sales	$49,095,000
Gross Buying Income	$90,558,000

WTNT

AFFILIATE

AUGUSTA, GEORGIA

250 Watts • 1230 Kilocycles

BROADCASTING
TELECASTING

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Editor and Publisher

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Dorothy Young, David Ackerman, Pauline Arnold. Doris Reddick.

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WINFIELD R. LEVI, *Manager*

Betty Beckanstin.

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ADVERTISING: S. J. Paul, *Advertising Director;* Martin Davidson.

CHICAGO BUREAU

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Fred W. Sample, *Manager;* John Osbon.

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6000 Sunset Boulevard, Zone 28, *HE*mpstead 8181
David Glickman, *Manager;* Ralph G. Tuchman, Patricia Jane Lyon.

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417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

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• Reg. U. S. Pat. Office

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SUBSCRIPTION PRICE $5.00 PER YEAR 20¢ PER COPY

Philip I. Merryman

for 20 years with the National Broadcasting Company and recently manager of its Planning and Development Division has become a partner in the firm of

Anderson & Merryman

Radio Consultants

(formerly H. V. Anderson & Associates)

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American Bank Building
Suite 715
Raymond 0111

Laboratories: Baton Rouge, La.
Roosevelt Road

Affiliated with Chambers & Garrison

1319 Conn. Avenue — *Michigan 2261*

Washington, D. C.

Family man!

Everybody likes adventure. That's why Columbia Pacific's *A Man Named Jordan* has rung up such Hooperatings as 8.6 and 8.4, with 30.4% and 33.5% of the listening audience.* These ratings were earned when *A Man Named Jordan* was a sustaining summer program. Which means, of course, that Jordan became one of the Coast's *leading men* at a time when he had no sponsor to cheer him on. Just think what he could do with a little encouragement – maybe yours! ¶ The formula for *family-size* adventure audiences: rampant action against

a backdrop of international intrigue. Rocky Jordan supplies these habit-forming attractions with swift, sure justice for the spies and assassins who infest the underworld of Cairo. A tough guy with a soft heart, Jordan packs a mean left on the side of Right. Adventure fans, old and young, find these commendable contradictions worth their complete attention. ¶ Programs that appeal to every member of the family are the special mark of the Columbia Pacific Network. More complete listening means more sales for sponsors. The advertiser who wants a greater number of sets tuned to his message, with *more people* listening, should contact *A Man Named Jordan.* We'll gladly arrange the introduction. Call us, or Radio Sales.

**Hooper Special Report, July and September, 1946*

COLUMBIA PACIFIC NETWORK

A Division of the Columbia Broadcasting System CBS Represented by Radio Sales, the SPOT Broadcasting Division of CBS; New York, Chicago, Los Angeles, Detroit, Atlanta, San Francisco

TESTING-

TESTING-

TESTING!

Planning a Test Campaign?

Try KFOR

KFOR is ideally situated for your test campaigns—and equipped to furnish you valuable information about typical consumer audiences. Lincoln is Nebraska's second market, a community of 100,000 people—plus. Lincoln is the Capital City of Nebraska, and home of the State University. 20,000 typical American families live in Lincoln and LISTEN TO KFOR.

For a test that will give you accurate results at reasonable cost—TRY KFOR.

CHARLES T. STUART PRESIDENT AND EXECUTIVE DIRECTOR

EXECUTIVE OFFICES, STUART BUILDING, LINCOLN, NEBRASKA

1240 KC BASIC ABC

KFOR

LINCOLN, NEBRASKA

LOCAL CHANNEL

HARRY PECK Station Manager

EDW. PETRY & CO., INC. National Representatives

Feature of the Week

RADIO EDITORS of Cleveland newspapers have been beating the drums in recent months for more symphonic music on local stations. Most vociferous has been the *Plain Dealer's* Robert A. Stephan, who asked readers to write the program directors of Cleveland stations asking for more symphonic music.

C. M. Hunter, program director of WHK Cleveland, was bombarded with several hundred letters as a result of Mr. Stephan's lobbying. Mulling over the fact that Cleveland stations were already presenting most of the nation's outstanding symphonic groups—including the New York Philharmonic, the NBC Symphony, the Cleveland Orchestra and the Boston Symphony—Mr. Hunter and K. K. Hackathorn, WHK vice president and general manager, undertook to learn whether these allegedly symphony-starved listeners were already hearing all the available symphonies.

Compiling a telephone list from the names of those who wrote WHK, they employed Market Research of Cleveland to call each one while Cleveland Orchestra was on the air on Saturday, April 12, and during the NBC Symphony broadcast Sunday, April 13. Each person answering was asked three questions: Was your radio on when the phone rang? What station are you listening to? What program are you listening to?

The replies, according to a sworn statement by the research firm, were:

SATURDAY	
138—Total talked to:	
38—Symphony Listeners	27.55%
62—Not Listening to Any Program	44.90%
38—Listening to Other Programs	27.55%
	100.00%
100—Total Persons Not Listening to Symphony	72.50%
SUNDAY	
161—Total talked to:	
42—Symphony Listeners	26.1%
89—Not Listening to Any Program	55.3%
30—Listening to Other Programs	18.6%
	100.0%
119—Total Not Listening to Symphony	73.9%

WHK, incidentally, which initiated the survey, is owned by the *Plain Dealer*.

Sellers of Sales

UNLESS a prospective client is prepared to use radio consistently, in large volume, over a long period, William H. (Bill) Sandiford recommends against radio as a fruitful advertising medium. By not recommending radio to scores of clients, Bill built up his agency's timebuying to the point where at one time he was writing, producing or supervising 30 shows a week for Mac Wilkins, Cole & Weber, Seattle-Portland agency, where he is now account executive and supervisor of all radio activities.

Bill was born March 27, 1909, in Victoria, B. C., and later crossed the border to the U. S. He calls himself "a radio product of show business." For six years he was a leading man in dramatic stock companies ranging through the west. In 1930 he went to KOL Seattle as an announcer. The next steps took him to KOIN Portland as a salesman, to KALE Portland as production manager, then back to KOIN as announcer-producer.

BILL

Tiring of Portland, he bought an interest in KAST Astoria, Ore., where the gross income was tripled in one year by using big-time radio methods in a small town. His record of achievement carried him in one jump to the job of director of radio for Mac Wilkins, Cole & Weber, in 1937.

After a brief stint in the Army, he joined the Boeing Aircraft Co. as assistant advertising manager, a job which included producing the *Boeing Hour* weekly for over a year. In November 1945 he returned to W, C & W in his present capacity.

Bill doesn't like to sell radio to a client on the basis of novelty, or the advertiser's personal desires. If a client suggests radio, Bill will think of all the reasons not to use it, then go on to frame a schedule which will bring definite, measurable results. Early in the war, Seattle station representatives told him he was buying more radio time than any other agency in town.

His theory on the use of radio in the Pacific Northwest boils down to this: The biggest regional advertisers buy comparatively little time, when measured against the volume of high-priced programming which comes out of the East. Therefore, every dollar invested in radio must pay off. And the way Bill plays it, every dollar does.

Married since 1935, Bill lives in the scenic Seward Park section of Seattle. His hobby: "Shooting the breeze on radio."

5 PROFIT MARKETS *it pays you to cover!*

WGAL Lancaster, Pa. Established 1922

WKBO Harrisburg, Pa. Established 1922

WRAW Reading, Pa. Established 1922

WORK York, Pa. Established 1932

WEST Easton, Pa. Established 1936

STEINMAN STATIONS

NBC AFFILIATES

Available individually to suit your needs. Write: *Sales Representative*

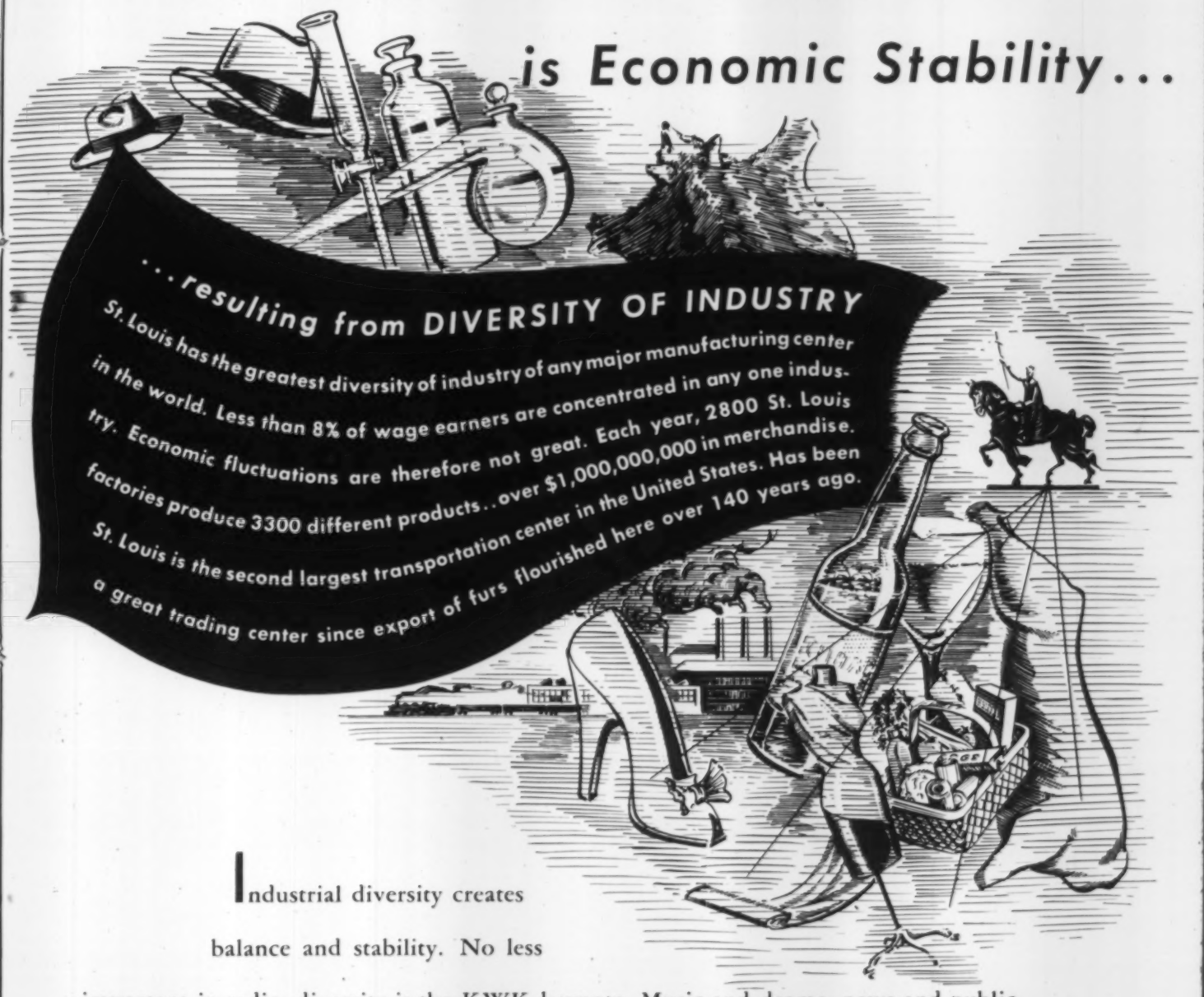
RADIO ADVERTISING COMPANY

New York • Los Angeles

Chicago • San Francisco

AMONG ST. LOUIS' OWN Traditions

...is Economic Stability...



...resulting from DIVERSITY OF INDUSTRY

St. Louis has the greatest diversity of industry of any major manufacturing center in the world. Less than 8% of wage earners are concentrated in any one industry. Economic fluctuations are therefore not great. Each year, 2800 St. Louis factories produce 3300 different products..over $1,000,000,000 in merchandise. St. Louis is the second largest transportation center in the United States. Has been a great trading center since export of furs flourished here over 140 years ago.

Industrial diversity creates balance and stability. No less important in radio, diversity is the KWK keynote. Music and drama, news and public service are blended for broad listening interest. Wide variety of program content, plus the keying of many programs to local interests, results in KWK's high acceptance in St. Louis.

St. Louis' Own
and St. Louis Owned

KWK
MUTUAL

HOTEL CHASE, ST. LOUIS

PAUL H. RAYMER CO., Representative

NO. 9—Intimate Glimpses into the Lives of the Great(est Spot Radio Sales Organization on Earth!)

AVAILABLE!

Ethereal and undoubtedly spiritual as we are here at F & P, we still gotta eat—and here you have Mr. Ewie Blain of our New York Office killing two birds with one stone! Like all the rest of our F & P Colonels, Ewie spends *many* a lunch, dinner, and yes, even breakfast in talking spot-broadcasting. If you're too busy to talk spot-broadcasting in your office, we'll take any "availability" you can offer, from 12:00 Noon, on around the clock—chain break, 1-minute, 15-minutes or full hour!

EXCLUSIVE REPRESENTATIVES:	
ALBUQUERQUE	KOB
BALTIMORE	WCBM
BEAUMONT	KFDM
BOISE	KDSH
BUFFALO	WGR
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DENVER	KVOD
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
FT. WORTH-DALLAS	WBAP
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
OMAHA	KFAB
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND, ORE.	KEX
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

NEW YORK: *444 Madison Ave.* CHICAGO: *180 N. Michigan Ave.* DETROIT: *Penobscot Bldg.* FORT WORTH: *406 W. Seventh St.* ATLANTA: *Palmer Bldg.* HOLLYWOOD: *6331 Hollywood Blvd.* SAN FRANCISCO: *58 Sutter Street*

BROADCASTING
TELECASTING

VOL. 32, NO. 20 WASHINGTON, D. C., MAY 19 1947 $5.00 A YEAR—20c A COPY

80% of Managers for New Radio Law

Broadcasters Would Oppose Program Controls

EIGHTY per cent of station managers believe that Congress should enact a new law governing radio.

Of those who hold that view substantial majorities indicate that they are:

Against program controls.

Opposed to fixing the price of a station by formula and many other rules limiting business management of stations.

In favor of more clearly defined procedural and general policy practices on the part of the FCC or other governing body.

BROADCASTING's fourth poll of station managers (sixth in the TRENDS series being conducted by Audience Surveys Inc.) was addressed to a representative cross-section of station managers in April. The questionnaire was designed to measure broadcasters' opinions about the adequacy of the present law governing radio broadcasting and to provide those who feel it inadequate with an opportunity to express their opinions about new legislation.

The ballot sent to station managers was accompanied by a letter pointing out that new radio legislation has been under consideration in Congress for some time. Since the ballot was mailed BROADCASTING has reported [BROADCASTING, April 28] that Sen. Wallace H. White Jr. (R-Me.), chairman of the Senate Interstate and Foreign Commerce Committee and Majority leader, is preparing a new radio law which will be introduced within a comparatively short time. Senator White is co-author of the original Radio Act of 1927, the Communications Act of 1934 and the White-Wheeler bill of the 78th Congress. Findings of the TRENDS survey may be of help in preparing this legislation.

TABLE III

Should the new law governing radio broadcasting provide for:

Business	% of all Respondents			
	Yes	No	Don't Know	No Answer
—rules governing multiple station ownership in the same area—"duopoly"	73	19	4	4
—limitation of the number of stations one licensee may own	58	33	6	3
—rules governing station ownership by licensees with other primary interests	37	54	6	3
—limitation of station ownership by newspapers	36	58	2	4
—the filing of annual financial statements	33	61	2	4
—the filing of program schedules	30	63	4	3
—the filing of annual employment and salary figures	22	71	4	3
—a formula to fix the price at which stations can be sold	6	90	1	3

Results of the survey follow.

"Do you believe that Congress should enact a new law governing radio broadcasting, or do you feel that the present law is adequate?"

	% of all Respondents
New law needed	80%
Present law adequate	9
Don't know	3
No answer	8
TOTAL	100%

Four out of five broadcasters believe Congress should enact a new radio law, more than eight times as many as feel that the present law is adequate. Only 11% of the panel were noncommittal or had no opinion.

Although no comments were requested, some broadcasters clarified their answers with additional remarks:

"Present law is adequate, only a few changes needed."

"Present law adequate—with careful equitable administration."

"Present law should be amended."

"Present law adequate, interpretation is the only problem, and new laws would not necessarily correct this."

"New law needed, but the pres-

(*Continued on page 85*)

TABLE II

Should the new law governing radio broadcasting provide for:

Programming	% of all Respondents			
	Yes	No	Don't Know	No Answer
—the authorization of editorializing on the air	77	18	1	4
—the identification of commentators to distinguish them from straight news programs	64	28	4	4
—the definition of "public interest" or "public service" programs	61	32	3	4
—the elimination of racing result programs	31	51	12	6
—the elimination of money give-away programs	16	73	6	5
—the establishment of a required ratio of network to station time	15	78	4	3
—regulation of the length and content of commercial announcements	14	81	1	4
—the allotment of a specified % of time to be devoted to programs on controversial issues	10	84	2	4
—the establishment of a required ratio of commercial to sustaining programs	10	84	1	5
—the establishment of a required ratio of local vs. wire news in news broadcasts	4	92	1	3

TABLE IV

Should the new law governing radio broadcasting provide for:

Procedural and General Policy	% of all Respondents			
	Yes	No	Don't Know	No Answer
—clearly specified rules governing the granting of temporary licenses	87	5	4	4
—the separation of the FCC into divisions: one for broadcast, one for common carrier	85	3	7	5
—specific conditions under which hearings are to be granted	83	8	6	3
—clearly specified rules governing daytime grants on clear channels	80	9	6	5
—limitation of time, from the day an action is filed, within which a decision must be returned on any case before the FCC	76	12	8	4
—a ceiling on the number of AM grants	63	28	5	4
—a ceiling on the number of FM grants	57	31	8	4
—a ceiling on the number of television grants	51	33	11	5
—rotation of the chairmanship of the FCC	50	25	18	7
—incorporation of the FCC within a government department (under Cabinet status) and termination of its existence as an independent agency	29	40	27	4
—an increase in the number of FCC commissioners	15	51	29	5
—a reduction in the number of FCC commissioners	14	44	31	11

CBS Night Prices Up 5% Over Last Year

Hike Due to Discount Reduction On Revised Rate Cards

NIGHTTIME sponsors on CBS are paying the network approximately 5% more than they did last year. This rise is noted in the new rate card which was recently circulated to clients by CBS and provides a discount reduction of 5% for advertisers having programs in the 8-10:30 p. m. period.

New advertisers were charged the extra 5% effective March 15, but those currently on the network will get the old discount until next year due to the protective clause in all contracts.

Another feature of the new rate card is a provision stating that in order to qualify for the full network discount of 15%, sponsors must use at least 125 CBS stations, and in addition the aggregate gross evening hour rate must total $26,000 or more. CBS on the other hand claims that this provision affords the advertiser more flexibility by enabling him to pick any 125 stations instead of the particular ones CBS specified on the old card.

Rexall's Durante - Moore To Leave CBS for NBC

REXALL DRUG Co., Los Angeles, sponsors of the *Durante-Moore Show* on CBS 9:30-10 p. m. Fridays, will switch from that network to the 8:30-9 p. m. Friday night period on NBC. Latter period was relinquished by Bristol-Myers' *Alan Young Program*. Move to NBC becomes effective July 4th when the summer replacement for *Durante-Moore Show, Rexall Summer Theatre*, takes over.

Meanwhile the Rexall Drug Co., through its agency, N. W. Ayer & Son, New York, last Thursday signed a 52-week contract with Jimmie Durante for the third successive year. He will return to the air for Rexall Oct. 3 with a new format which will probably include guest stars. Garry Moore, who has been featured on the broadcasts with Mr. Durante, will not return in the fall and has not announced his future plans. Phil Cohan, producer of the program, will continue in the fall. Show will also be heard at 8:30-9 p. m., the West Coast repeat.

Adam on NBC

ADAM HAT Co., New York, July 20 starts sponsorship of *The Big Break*, an amateur program featuring Eddie Dowling as m. c. on NBC, Sundays 10:30-11 p. m., the period formerly held by Old Gold. This marks the first time that Adam Hat Co. has sponsored a network entertainment show. Previously the advertiser has sponsored sporting events, in addition to a large campaign in spot announcements. Biow Co., New York, is the agency for Adam Hat Co.

SUMMER REPLACEMENT SCHEDULE FOR NETWORKS

ADVERTISER	PROGRAM	SUMMER REPLACEMENT	DATE	TIME (All P.M.)	AGENCY
		NBC			
American Tobacco	Jack Benny	Jack Paar	June 1 Sun.	7:00- 7:30	Foote, Cone & Belding
Brown & Williamson	Red Skelton	An Evening with Romberg	June 10 Tues.	10:30-11:00	Russel M. Seeds
F. W. Fitch Co.	Fitch Bandwagon	Rogues Gallery	June 8 Sun.	7:30- 8:00	L. W. Ramsey Co.
General Foods	Burns & Allen	Frances Langford	June 3 Thurs.	8:30- 9:00	Benton & Bowles
Liggett & Myers Tobacco	Chesterfield Supper Club	Tex Beneke	June 9 M.W.F.	7:00- 7:15	Newell & Emmett
Liggett & Myers Tobacco	Chesterfield Supper Club	Frankie Carle	June 17 T. Th.	7:00- 7:15	Newell & Emmett
Pabst Sales	Eddie Cantor	Blue Ribbon Music Time	June 26 Thur.	10:30-11:00	Warwick & Legler
S. C. Johnson	Fibber McGee & Molly	Fred Waring	June 24 Tues.	9:30-10:00	Needham, Louis & Brorby
Pepsodent Div. Lever Bros. Co.	Bob Hope	Adventures of Phillip Marlowe	June 17 Thur.	10:00-10:30	Foote, Cone & Belding
Sealtest Inc.	Jack Haley	Eve Arden	July 3 Thur.	9:30-10:00	McKee & Albright
Standard Brands	Charlie McCarthy	Alec Templeton	June 1 Sun.	8:00- 8:30	J. Walter Thompson Co.
Whitehall Pharmacal Co	Bob Burns	Ellery Queen	June 1 Sun.	6:30- 7:00	Sullivan, Stauffer, Colwell & Bayles
		CBS			
Borden Co.	Ginny Simms	Arthur's Place	June 20 Fri.	9:00- 9:30	Kenyon & Eckhardt
Electric-Auto-Lite Co.	Dick Haymes	Lawyer Tucker	June 12 Thurs.	9:00- 9:30	Ruthrauff & Ryan
Electric Companies Adv.	Hour of Charm	Woody Herman Show	July 13 Sun.	4:30- 5:00	N. W. Ayer & Son
General Foods	Adventures of Thin Man	8 week hiatus	June 6 Fri.	8:30- 8:55	Young & Rubicam
General Foods	Baby Snooks	8 week hiatus	June 6 Fri.	8:00- 8:30	Young & Rubicam
International Silver Co.	Adventures of Ozzie and Harriet	Silver Theatre	June 8 Sun.	6:00- 6:30	Young & Rubicam
Lady Esther Sales Co.	Screen Guild Players	8 week hiatus	July 14 Mon.	10:00-10:30	Biow Co.
Lever Bros.	Joan Davis	8 week hiatus	June 30 Mon.	8:30- 8:55	Young & Rubicam
Lever Bros.	Lux Radio Theatre	8 week hiatus	June 30 Mon.	9:00-10:00	J. Walter Thompson
Rexall Drug Co.	Durante-Moore	Rexall Summer Theatre	July 4 Fri.	8:30- 9:00	N. W. Ayer & Son
		MBS			
D. L. & W. Coal	The Shadow	8 week hiatus	June 1 Sun.	5:00- 5:30	Bermingham, Castleman, Pierce
Helbros Watches	Quick As A Flash	Abbott Mysteries	June 8 Sun.	5:30- 6:00	Wm. Weintraub
		ABC			
Eversharp Co.	Henry Morgan	Lights Out	July 23 Wed.	10:30-11:00	Biow Co.
Knox Co.	Danger, Dr. Danfield	Deadline Mystery	April 20 Sun.	2:00- 2:30	Robert B. Raisbeck
Musical Digest Magazine	Sunday Evening Hour	Spring Festival	May 4 Sun.	6:30- 7:00	Kenyon & Eckhardt
Procter & Gamble	Kenny Baker	Welcome Travelers	June 30 Mon.-Fri.	12 noon-12:30	Compton Adv.

COCA COLA CO. TO BUY TWO PROGRAMS ON CBS

COCA COLA Co., Atlanta, Ga., returns to the air in August and October when it will sponsor two half-hour musical shows on CBS. In August the soft drink firm will present Percy Faith and his orchestra with guest stars, Sundays, 6:30-7 p. m., in the period vacated by the General Foods *Kate Smith Sings* show. Mr. Faith and his orchestra are also heard on the NBC *Carnation Contented Hour* show.

In October Coca Cola brings Morton Downey back on Fridays, 10:30-11 p. m., in a musical variety show. In addition a quarter-hour transcribed daytime show, *Claudia*, will be made available to local Coca Cola bottlers throughout the country for placement on local stations five times weekly. Transcriptions will be made in New York, and will be mailed to each station as time is bought by the local bottlers with their individual advertising appropriations. Agency is D'Arcy, New York.

Aggregate time bought from CBS for the two half-hour shows will cost Coca Cola about one million dollars, figured on the basis of 52-week contracts.

Drawn for BROADCASTING by Sid Hix

"And now a word from our sponsor, whose views on El Ropo cigars are his own and not necessarily those of this commentator!"

Musical Shows Dominate Summer Replacements

SUMMER FARE on the networks will be predominantly musical shows, with mysteries running a close second. Of the replacements scheduled so far, eight are musical, six mysteries, three comedy shows, two dramatic programs and one interview program.

At least six shows, with many more planned but not announced yet, are expected to take an average eight week hiatus.

ALLIGATOR CIGARETTE'S CAMPAIGN IS PLANNED

LARUS & Brother Co., Richmond, Va., will introduce its new Alligator Cigarettes in New York with morning and evening radio newscasts, chainbreaks and spot announcements on five New York stations beginning May 26 and June 2.

On WNBC New York beginning May 26 the cigarette firm will sponsor a five-minute newscast three times weekly, 8-8:05 a. m. and three one-minute spots weekly. On WOR New York beginning June 2 the firm will place 12 chainbreaks weekly, and newscasts three times weekly, 10-10:15 a. m.

Five chainbreaks weekly begin on WJZ New York on May 26 and at the same time a spot announcement before and after the baseball games on WINS New York will be heard three times weekly. Four spots weekly will be placed on WNEW New York. Agency is Duane Jones, New York.

W. B. Ryan Flays Bids for BMB Funds

Says Action Should Await NAB Board Decision

By J. FRANK BEATTY

OPPOSITION of Southern California independents to a second BMB survey in 1948 broke out with a bang Friday when William B. Ryan, vice president and general manager of KFI Los Angeles and NAB board member for District 16, challenged the right of NAB President Justin Miller and BMB President Hugh Feltis to ask renewals at this time.

Mr. Ryan's challenge came on the eve of the NAB board meeting Wednesday and Thursday in Washington, catapulting the topic into top place on the agenda.

Basis for the Ryan demand is the fact that the board failed to give specific approval to a 1948 BMB survey at its last meeting in San Francisco Jan. 5-7. In view of that action, he contended, he could not understand why Mr. Feltis and Judge Miller have asked stations to sign for 1948 when board policy will be discussed at this week's meeting.

Sees No Changes Yet

Mr. Ryan argued that 1948 figures would not show any material change over the present BMB pattern and that BMB should "remain in the laboratory for another year." He favored the BMB technique but felt a nationwide study should not be made oftener than every three years.

G. Richard Shafto, general manager of WIS Columbia, S. C., and NAB board member for medium stations, joined the fray Friday with a telegram to Mr. Feltis in which he said WIS renewal would depend on BMB action on a long-term subscription plan.

The subject has been discussed at all NAB area and district meetings this year, with resolutions endorsing BMB passed in nearly every case. At several meetings the 1948 study was endorsed. Mr. Feltis has told stations that only a few dollars remain of the original fund, enough to keep the office operating until July 1. Agency timebuyers appeared at all meetings to praise the BMB reports and explain their helpfulness in buying station time.

The NAB board's January action came in a resolution expressing full confidence in BMB's work and progress in fulfilling the "original objectives" and believing "continued consideration should be given to the use of these data and improvement in techniques in preparation for the next nationwide study."

At the time of the NAB Area A meeting in San Francisco Jan. 8-10, shortly after the board's session, a group of Southern California broadcasters had voiced antagonism to renewal of BMB subscriptions.

Mr. Ryan sent to all board members copies of his telegram to Judge Miller and Mr. Feltis. The telegram follows:

Retel as to when KFI would renew subscription for BMB survey. Reference to minutes of NAB board meeting San Francisco will show that the board declined to approve a 1948 survey. In view this, do not understand why you and Judge Miller have sent out communications, asking stations to sign for 1948. Feel it is definitely in order for board to consider this matter again at next week's meeting before stations are solicited for renewal.

I am almost certain our station or any network affiliate with consistent programming would not show any material change in 1948 figures over present BMB pattern. It is my contention that BMB should remain in the laboratory for another year. I am in favor of this uniform method of measurement but believe will benefit by further research and seriously doubt if a nationwide survey is advisable more often than every three years.

Text of Mr. Shafto's telegram to Mr. Feltis follows:

Only you and BMB board can determine date WIS renews BMB subscription. We expect to await a three or five-year subscription plan that omits reference to nonsubscribers, settles the question of survey frequency, and provides us with a reasonably accurate year-to-year cost of participation.

BMB has been the topic of heated discussion at most board meetings within the past three years. At the Chicago meeting last October a scathing resolution denouncing BMB was voted down in favor of a milder version calling on BMB to prove its studies were an aid to advertisers and agencies, and that they helped stations sell local and regional accounts. This report was made to the board in January.

A busy agenda faces the board as it meets for the first time in the board room on the second floor of the new NAB headquarters building, which will be the scene of a housewarming Tuesday 5-7 p.m. on the eve of the board session.

Hope for board action on proposed industry standards vanished last week when the full Special Standards of Practice Committee, meeting Monday and Tuesday in New York, reviewed findings of its program and commercial subcommittees, adopted principles for a

(*Continued on page 93*)

Agreement by NAB-ASCAP Expected Before September

SETTLEMENT of negotiations between NAB and ASCAP is expected prior to the NAB convention in September, thus paving the way for a new contract upon expiration of the current one in 1949, it was reported last week after a New York meeting of committees representing the two organizations.

The prediction however, does not include television, which presents a more complex problem. It is felt that study will probably continue for some time in this field, for according to an NAB spokesman there is no immediate urgency.

Joint committees representing the two organizations met last Tuesday in New York to consider reports of three sub-committees which have been working for the past two months on problems.

The meeting was reportedly harmonious and successful, and satisfaction was expressed by both President Deems Taylor of ASCAP and Justin Miller, president of NAB, in a prepared statement.

Much of the discussion centered around the television situation, and despite reports to the contrary, Theodore C. Streibert, president of WOR New York and a member of the NAB delegation, told BROADCASTING that the meeting had made "more progress than was thought possible." He said the most important progress had been made in defining the problems and deciding how to cope with them. No date has been set for the next meeting but it is expected to be soon.

Attending for NAB, in addition to Judge Miller and Mr. Streibert, were Campbell Arnoux, WTAR Norfolk; Julius Brauner CBS; Walter Haase, WDRC Hartford; Robert Mason, WMRN Marion, O.; Joseph McDonald, ABC; John Shepard III, Yankee Network; Ed Souhomy, NBC; Ed Yocum, KGHL Billings, Mont.; C. E. Arney Jr. and Don Petty of NAB.

ASCAP's representatives besides Mr. Taylor were Richard Murray, asst. manager; Herman Finkelstein, counsel; Stanley Adams, Fred Ahlert, Julius Collins, Herman Greenberg, Otto Harbach, John O'Connor, and Lester Santly.

Compromise Labor Bill Being Sought

Senate and House Group Hopes to Avoid Veto By President

SENATE AND HOUSE conferees on the labor bill are meeting this week in a determined effort to work out a compromise which will be approved by the White House.

Mr. Hartley

Although both House and Senate bills were passed with a sufficient majority to indicate at first glance adequate strength to override a veto, close analysis showed a number of possible "switch-over" votes in the Senate which would rule out the necessary two-thirds majority.

Disposition of the majority leadership in both chambers was indicated in the choice of conferees and the tone of statements made as they went into their preliminary meetings last Thursday.

Chairman Fred A. Hartley (R-N. J.) predicted the House would drop its fight to prohibit industry-wide bargaining, one of the provisions of the House bill which earned it a "tough" label. The Senate bill does not include such a ban. House conferees are expected, however, to seek Senate agreement on a ban against mass picketing and the "bill of rights" for unions, which is designed to put a ceiling on union dues, and regulate certain other union internal administration matters.

Mr. Hartley also admitted that he and his fellow conferees are keeping in mind the chance of a Presidential veto, and possibility that the Senate might not be able to gather the two-thirds vote to override it.

Meanwhile, sources close to House GOP leadership indicated that a Republican policy committee meeting last week had gone over the labor legislation in detail, with the conclusion that by hewing closer to the Senate bill a more favorable White House response might be produced.

Rep. Brown Firm

Rep. Clarence Brown (R-Ohio) told BROADCASTING, however, that the leadership is not disposed to write a bill for the White House. This, he said, would be contrary to good government. "It's up to Congress to write laws," he added, "not the President."

Choice of Sen. Irving M. Ives (R-N. Y.) as one of the Senate conferees seemed to indicate the Senate group will try to keep the Senate "moderate" bill as intact as possible. Senator Ives has held that the bill as passed by the Senate Tuesday stands a much better chance of Presidential approval, or in the event of veto, a better

(*Continued on page 79*)

Program Exchange Service Begins July 1

Husing Show to Be First Feature Of Project

NEW program exchange service, operating on a cooperative Program Exchange basis, similar to motion picture exchanges, will be launched July 1 by Broadcasters' Guild Inc., with the *Ted Husing Bandstand* as the first transcribed feature, according to Donald Dwight Davis, WHB Kansas City, its president, and James Parks, vice president [BROADCASTING, May 5].

The feature will be a six-weekly full hour disc-m.c. program, with one national sponsor already said to be interested in a daily quarter-hour. The remaining segments will either be sold nationally or made available for regional and local sale.

Two types of membership have been arranged by the Guild, station and personal, with members in charge of territorial segments. Already membership has been announced for 13 areas, with negotiations pending for nine others.

Guild Officers

Guild officers, besides Messrs. Davis and Parks, are James J. Rick, Union National Bank, Kansas City, treasurer; Stanley Garrity, of the law firm of Caldwell, Downing, Noble & Garrity, Kansas City, secretary.

List of members follows:

New England Exchange, Boston, Linus Travers, Yankee Network
New York and Philadelphia, Herbert L. Pettey, WHN New York
Midwest Exchange, Chicago, Glenn Snyder, WLS
Nebraska-Western Iowa, Omaha, John J. Gillin Jr., WOW
Eastern Missouri, St. Louis, Robert T. Convey, KWK
Western Missouri-Kansas, Donald Dwight Davis, WHB Kansas City
Inter-Mountain, Salt Lake City, S. S. Fox, KDYL
Colorado-Wyoming-New Mexico, Gene O'Fallon, KFEL Denver.
New Orleans, Fred Weber, WDSU
Houston, Fred Weber, KATL
San Francisco, Edwin P. Franklin, KJBS
Tucson, George Chambers, KCNA

List of tentative members, with whom negotiations are in an advanced stage, follows:

Northern Ohio, John F. Patt, WGAR Cleveland
Michigan, John F. Patt, Harry Wismer, WJR Detroit
Los Angeles, G. A. Richards, Robert O. Reynolds, KMPC Hollywood
Pittsburgh, G. S. (Pete) Wasser, KQV
Southern Ohio, James D. Shouse, WLW Cincinnati
South Carolina, G. Richard Shafto, WIS Columbia, S. C.
Memphis, Hoyt B. Wooten, WREC
Georgia, John M. Outler Jr., WSB Atlanta
Minneapolis, Norman Boggs, WLOL
Washington, D. C., Not finally selected

Besides the Ted Husing series, the Guild is lining up well-known Hollywood and other talent.

Mr. Garrity, who serves as counsel as well as secretary, is preparing articles of incorporation, likely to be filed in Delaware, along with agreements covering membership and standard forms covering program and property contracts.

Mr. DAVIS

Mr. PARKS

The Guild is to operate on a non-profit basis, with earnings devoted to promotion, expansion and acquisition of desirable properties. A sales system will be devised, based on volume secured by each exchange and contributions by each member.

Mr. Parks, as Hollywood vice president in charge of programs, will screen programs submitted to the Guild. Those he selects will be submitted to the membership, which will serve as an audition board and submit reports on each offering. Programs will be judged on salability in the member's territory and usefulness to the Guild member's station or stations.

Among programs now being considered by Mr. Parks for submission to the audition board are *Open Your Eyes*, music and poetry, three or five quarter-hours weekly; Les Paul Trio and Jimmy Atkins; singing weather reports; Andrew Sisters; *Music by Muir*, piano library.

Mr. Parks explained that the Guild project is in no sense a transcription network but that transcribed Guild programs will be scheduled at the discretion of the local station or sponsor. Features are planned for all hours of the day and night, covering the entire programming range except comedy.

Syndication of successful local shows worthy of wider presentation is one of the Guild's primary objectives. Mechanics will be set up to protect program ideas and stimulate interest in local programs. When transcribed programs produced by Guild members are syndicated, the Guild will advertise these programs to develop sales. Transcribed "name" libraries will be syndicated with a nationwide organization serving all markets. Three library properties already have been tentatively acquired with more to be added.

Several series of weekly half-hour programs in the musical and dramatic fields will be developed, all including leading names. Each name will be presented in a series of 52 complete programs, expected to prove attractive to sponsors. Other projects include syndication of station promotion material, preparation of educational matter and organization of training seminars, promotion of national contests and special events.

Mr. Davis entered broadcasting in 1931 from the agency field, going to WHB as president when the station was purchased by Cook Paint & Varnish Co. He had been Cook account executive at Loomis, Baxter, Davis & Whalen, where he was a partner. At WHB he originated and developed many programs that rose to national

(*Continued on page 87*)

Trammell Hits Affiliate Group Plan

Will Eliminate SPAC Unit If Outlets Organize Says President

SEPARATE action by NBC affiliates through an association to prevent reduction or elimination of chain breaks [BROADCASTING, April 21], outlined by NBC in a set of proposed program standards, would make the Stations Planning & Advisory Committee unnecessary, along with the network's annual meetings, according to Niles Trammell, NBC president.

Such an affiliate organization would upset the whole relationship between affiliates and the networks, Mr. Trammell inferred in a letter to Harry Bannister, general manager of WWJ Detroit. Letter also was sent to other affiliates.

First steps by affiliates to oppose NBC's proposals, which had been submitted for discussion purposes, were taken at a meeting held March 14 in Chicago under chairmanship of John J. Gillin Jr., WOW Omaha. This meeting unanimously adopted a resolution by Mr. Bannister to name a committee to investigate the idea of forming a voluntary association of NBC affiliates.

Writing to Mr. Bannister, Mr. Trammell said the NBC proposals had been "the outgrowth of a sincere desire on the part of me and my associates to make NBC the greatest network in the world and to give full and proper consideration to the viewpoints of the independent stations associated with us."

'Merely Suggestions'

Mr. Trammell contended that the regional and advisory committee meetings "provide ample forum for the discussion and exchange of views between the network and its affiliates on matters of common concern. I cannot help but feel that the establishment of a new group such as your committee of five is proposing cannot serve any worthwhile purpose which is not already adequately provided for by the procedures which we have been following.

"I am sure that neither you nor any members of your committee will take exception to any revisions of broadcasting practices which will be for the ultimate good of your respective stations and NBC. Furthermore, I thought it had been made amply clear at our meetings that the suggestions which we made, looking toward improved program standards, were merely suggestions which we put forth for the purpose of discussion and upon which we hoped to receive the counsel and advice of our affiliates."

NBC appears to be alone in its current station-break controversy with affiliates. The subject is especially touchy in view of the fact that station breaks in some cases mean as much as one-fourth of an affiliate's revenue.

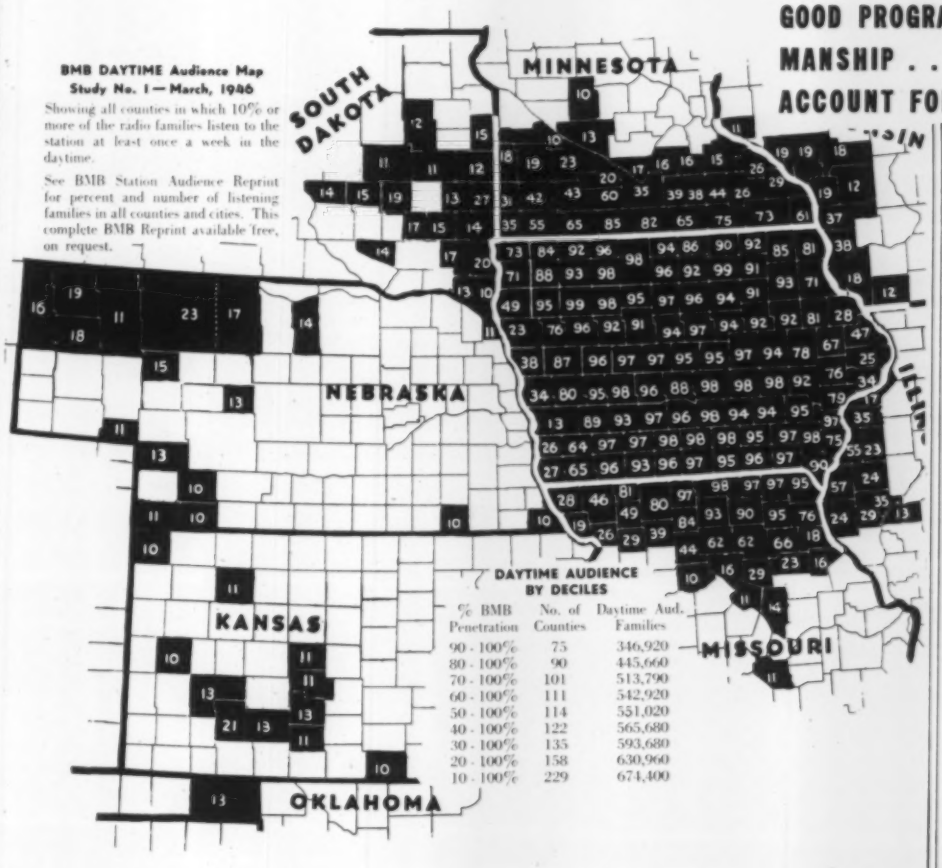
The subject is slated for discussion at a two-day meeting of NBC affiliates scheduled just prior to opening of the NAB convention in Atlantic City in September. Affiliate meetings prior to the convention are general practice, with the other three major networks plan-

(*Continued on page 87*)

here's how well WHO reaches "Iowa Plus"!

STUDY THESE BMB DAYTIME AUDIENCE FIGURES AND SEE FOR YOURSELF!

GOOD PROGRAMMING . . . GOOD SHOWMANSHIP . . . GOOD PUBLIC SERVICE ACCOUNT FOR SUCH AN AUDIENCE . . .


BMB DAYTIME Audience Map
Study No. 1 — March, 1946
Showing all counties in which 10% or more of the radio families listen to the station at least once a week in the daytime.
See BMB Station Audience Reprint for percent and number of listening families in all counties and cities. This complete BMB Reprint available free, on request.
MINNESOTA
SOUTH DAKOTA
NEBRASKA
KANSAS
OKLAHOMA
MISSOURI

DAYTIME AUDIENCE BY DECILES

% BMB Penetration	No. of Counties	Daytime Aud. Families
90 - 100%	75	346,920
80 - 100%	90	445,660
70 - 100%	101	513,790
60 - 100%	111	542,920
50 - 100%	114	551,020
40 - 100%	122	565,680
30 - 100%	135	593,680
20 - 100%	158	630,960
10 - 100%	229	674,400

WHO

+ for Iowa PLUS +

DES MOINES **50,000 WATTS**

B. J. Palmer, Pres. **J. O. Maland, Mgr.**

FREE & PETERS, INC., National Representatives

TV Network Prospects to Be Appraised

Conference Called For Washington On June 9

THE IMMEDIATE OUTLOOK for network television—how, when, where, and how much—will be appraised in an engineering conference called by FCC last week for June 9.

Television licensees and grantees, manufacturers, and common carriers were asked to participate so that telecasters may know when inter-city relay facilities will be available and, conversely, so that common carriers and manufacturers will know when video stations will need network service.

The conference was called at a time when 10 commercial stations were on the air, grants were outstanding for 54 others, and grantees' plans indicated that a total of 25 to 30 video outlets would be in operation by the end of this year. The 64 grants and licenses now outstanding involve 36 cities.

Controversy may develop around FCC's implications that it considers inter-city television relay to be a function of common carriers alone. In its proposed allocations the Commission made provision for television pickup and television studio-to-transmitter links, but none for inter-city television relay except by common carriers.

This proposal already has drawn the fire of some television interests, including Television Broadcasters Assn. and the Philco Corp., which appeared in the 1000-13000 mc allocations hearings last February to plead for assignment of some frequencies for inter-city relay of television programs by the telecasters themselves [BROADCASTING, Feb. 10].

In calling the engineering conference, FCC disclosed "as a point of general information" that it would "issue a final service-allocation for the non-government fixed and mobile bands between 1000 and 13000 mc as soon as possible after the Radio Administrative Conference at Atlantic City," which started Thursday (See story, page 20).

Several companies have been authorized by the Commission to conduct experiments with microwave relay. These include Raytheon and General Electric; AT&T, whose coaxial cable now links Washington and New York and which is installing other segments looking toward coast-to-coast links, and Western Union.

Invites Information

In calling the engineering conference, the Commission invited "all persons who can contribute to the formulation of an installation of facilities schedule for the informal information of all concerned."

Common carriers, FCC said, should come "prepared to state when they will be able to supply relay facilities by microwave relay or coaxial cable to each of the cities which have existing or potential television stations" (for list of cities, see chart below). Video licensees and permittees were asked to specify "the date of completion of their stations and the date they will desire network facilities for their broadcast purposes."

This data, FCC declared, should be submitted to the Commission in writing "either during the conference or within 10 days" thereafter.

The announcement said New York, Chicago, Los Angeles, Washington and San Francisco might be "assumed" as initial program origination points. Similarly, cities having three or more video stations—there are eight with at least three grants—"might be assumed to require at least three or more network programs available simultaneously."

FCC Chief Engineer George E. Sterling will preside over the conference, which will be held at 10 a. m. in Room 2232 of the New Post Office Bldg., Washington. The date first was set at June 3, but was postponed to June 9. Text of FCC's announcement:

The Commission announced today [May 12] that an informal engineering conference of all interested persons, especially television broadcasters, communications common carriers, and manufacturers of television and microwave equipment will be held in Hearing Room 2232 at the Commission's Offices, Washington, D. C., at 10:00 a.m. June 3, 1947, for the purpose of formulating a schedule which will set forth the expected installation dates of common carrier facilities for the relaying of television programs between cities.

Such a conference seems desirable at this time to acquaint the television broadcasters, existing and potential, with the present plans of the common carriers for relaying television programs between cities, and to acquaint the common carriers, existing and potential, as well as the manufacturers who supply them, with the immediate needs of broadcasters for common carrier inter-city relay service.

All persons who can contribute to the formulation of an installation of facilities schedule, for the informal information of all concerned, are invited to participate. The Commission's Chief Engineer will preside at the conference. As a point of general information, the Commission intends to issue a final service-allocation for the non-government fixed and mobile bands between 1000 and 13000 mc., as soon as possible after the Radio Administrative Conference at Atlantic City.

Common carriers should come to the conference prepared to state when they will be able to supply relay facilities by microwave relay or coaxial cable to each of the cities having existing or potential television stations shown in the attached list. New York, Chicago, and Los Angeles, Washington and San Francisco might be assumed as initial program origination points and cities having three or more television broadcast stations might be assumed to require at least three or more network programs available simultaneously.

Television broadcasters and construction permit holders should come prepared to state the date of completion of their stations and the date they will desire network facilities for their broadcast purposes.

Both the common carriers and the television broadcasters should be prepared to submit the above data in writing to the Commission either during the conference or within 10 days after the conference.

The Status of Video Stations Today ...

HERE IS FCC's city-by-city summary of U. S. commercial television stations or construction permits, totaling 64 in 36 cities when it was released last Monday.

Ten are in operation in eight cities; the eleventh is scheduled to go on the air late this month, and two other services are being provided by experimental stations.

The summary:

CITY	Existing Stations and Outstanding Construction Permits	CITY	Existing Stations and Outstanding Construction Permits
Albuquerque, N. M.	1	Milwaukee, Wis.	1
Ames, Iowa	1	Minneapolis-St. Paul, Minn.	2
Baltimore, Md.	3	New Orleans, La.	1
Boston, Mass.	2	New York-Newark	7
Buffalo, N. Y.	1	Philadelphia, Pa.	3
Chicago, Ill.	4	Pittsburgh, Pa.	1
Cincinnati, Ohio	1	Portland, Ore.	1
Cleveland, Ohio	2	Providence, R. I.	1
Columbus, Ohio	1	Richmond, Va.	1
Dallas, Tex.	1	Riverside, Calif.	1
Dayton, Ohio	1	St. Louis, Mo.	1
Detroit, Mich.	3	Salt Lake City, Utah	1
Fort Worth, Tex.	1	San Francisco, Calif.	3
Indianapolis, Ind.	1	Schenectady, N. Y.	1
Johnstown, Penn.	1	Seattle, Wash.	1
Los Angeles, Calif.	6	Stockton, Calif.	1
Louisville, Ky.	1	Toledo, Ohio	1
Miami, Fla.	1	Washington, D. C.	4

Stations in operation, FCC authorities said, are:

Balban & Katz Corp.'s WBKB Chicago; Evening News' WWDT Detroit; Television Productions' KTLA Los Angeles; NBC's WNBT, Du Mont Labs' WABD, and CBS' WCBS-TV New York; Philco's WPTZ Philadelphia; Post-Dispatch's KSD-TV St. Louis; General Electric's WRGB Schenectady; Du-Mont's WTTG Washington. In addition, NBC's WNBW Washington is slated to begin operation this month. Crosley Broadcasting Corp. is operating W8XCT Cincinnati, where it has a commercial grant, and Don Lee Broadcasting System, an applicant for commercial video at Los Angeles, is operating W6XAO there.

House Subcommittee Prepares Cross-Examination of Petrillo

CROSS-EXAMINATION of James Caesar Petrillo is being planned by a three-man subcommittee of the House Labor Committee which is fully aware of the AFM chief's skill as a witness.

Chairman of the group, Rep. Carroll D. Kearns (R-Pa.), himself an AFM cardholder [BROADCASTING, Feb. 24], is now in Chicago conducting extensive research into AFM affairs. Depth of the planned investigation is indicated by the fact that both Mr. Kearns and Rep. Richard M. Nixon (R-Cal.), another committee member, have been to Montreal and New York in their search for material to document what promises to be the most thorough probe ever made of AFM.

Mr. Nixon told BROADCASTING that the inquiry will be "fair and honest and not an attempt to smear either an individual or an organization." The AFM leader has been subpoenaed to appear before the subcommittee the first Monday after the Supreme Court renders its decision on the Lea Act [BROADCASTING, May 12].

Witnesses are expected to include, besides Mr. Petrillo and his top staff, rank and file members and ex-members of AFM such as Dr. Joseph E. Maddy, president of the National Music Camp of Interlochen, Mich. Dr. Maddy appeared before the full Labor Committee in February when that group was writing an overall labor bill known now as the Hartley bill. He has suggested that there should be legislation to force AFM to justify "arbitrary" actions before a disinterested court or tribunal.

The subcommittee's investigation is expected to concentrate on the following aspects of AFM operation:

1. Conduct of the union's internal affairs to determine whether AFM gives its members fair and democratic treatment, whether they are permitted a full vote, whether they are intimidated by the union;

2. Featherbedding and "make work" the extent of intimidation of radio stations and recording companies;

3. Management of the union's "welfare fund," whether it is honestly administered, and whether the union royalty on records is justified.

Big Royalties

The subcommittee has learned that one company alone has contributed $650,000 to the AFM fund through royalties. With sums of that size going into the union

(*Continued on page 87*)

Output

That English Bull Terrier is the unusually proud mama of ten pups. You can't count all the pups . . . but they're all there in the picture. Some have gone below to chow. The record books say that "Puggie" has produced twice the normal number of puppies.

We've picked this picture to make a radio record and production point. We're talking about sales production at low cost. The producing station is W-I-T-H. The record . . . more listeners-per-dollar-spent than any of the other four stations in town.

And none of those feeding on this independent are hidden. You can run down our list and see the names of accounts that are usually handled by the accepted smart time buyers . . . or it'll be time bought by accounts whose agencies are on the way up.

W-I-T-H is the successful independent in this 6th largest city. Is W-I-T-H on your list?

W·I·T·H

AM and FM

BALTIMORE 3, MD.

Tom Tinsley, *President* • Headley-Reed, *National Representatives*

Fund to Buy Short wave Time Considered

Payment for 'Voice' Admitted Being Discussed

"VOICE OF AMERICA" took the full brunt of the GOP economy axe in the House last week, leaving it up to the Senate to decide under whose auspices it will be heard after June 30, when the present appropriation expires. The lower chamber refused any restoration of broadcasting funds to the State Dept. appropriation bill [BROADCASTING, May 12] while there were indications in the Senate that between $5,000,000 or $6,000,000 might be voted to continue the Voice, though possibly under different sponsorship.

Sen. Joseph A. Ball (R-Minn.), chairman of the Senate subcommittee which will handle the State Dept. budget, told BROADCASTING he had been considering some "alternative means" of keeping the "Voice of America" in operation. It was learned that he had taken part in private conversations with industry members to discuss what these means might be.

Questioned as to possible use of a budget by the State Dept. earmarked for purchase of time from international broadcast stations, he commented that such a project had been discussed. This was seen as tacit acknowledgment that Walter Lemmon's (Worldwide Broadcasting Foundation) plan had been brought to his attention and covered with other licensees.

He said the State Dept.'s International Broadcasting Foundation Plan [BROADCASTING, March 31] may be discussed in committee, "and it may be thrown out the window."

Urges OIC Elimination

Mr. Lemmon has maintained, in disagreement with the six other international licensees, that it would be practical for private enterprise to operate the overseas shortwave broadcasts on a commercial basis, with the government buying time from the licensees. He has urged adoption of a plan for cooperation between government and private broadcasters so that the latter would inherit all programming with the aid of temporary government financial assistance.

He advocates complete elimination of State Bldg. programming with absorption by the private licensees of whatever government personnel are needed after screening by a government intelligence organization. Such policy guidance "as might be needed," he maintains, could be supplied by "a small State Dept. liaison group without the present expense now entailed."

Mr. Lemmon has admitted, however, that such a plan "involves a little more study," although he is convinced that it should now be "exposed to the public."

As the House completed its consideration of the State Dept.'s 1948 budget last Wednesday, Rep. J. Vaughn Gary (D-Va.) proposed an amendment to restore $31,381,220 previously eliminated by an appropriations subcommittee.

But subcommittee chairman Rep. Karl Stefan (R-Neb.) quickly raised the point of order, declaring to the chair that no legislation exists to specifically authorize the State Dept.'s information and cultural affair activities. The point of order was sustained.

Although the move left the Office of International Information and Cultural Affairs (OIC) technically dead as of June 30, the State Dept. continued a desperate fight-to-the-finish to push enabling legislation through the House Foreign Affairs subcommittee, took thousands of words of testimony from top government officials who explained in urgent terms why they thought "Voice of America" was essential to successful implementation of American foreign policy.

A parade of star State Dept. officials, including Secretary of State George C. Marshall, who was scheduled to appear before the group on Friday, bent all their talents to defense of a measure (H. R. 3342) which would specifically authorize the disputed information and cultural program, including the high priority "Voice of America."

House Votes First

If the authorizing legislation is to be effective it must be passed by the House before the Senate receives the State Dept. appropriation measure. Otherwise, by Senate rule, a two-thirds vote by both the Senate Appropriations Committee and the full Chamber will be necessary to over-ride the House point of order.

The State Dept.'s marshalling of evidence for its information and cultural program had the effect on the one hand of drumming up sympathetic and even enthusiastic reception from a majority of Foreign Affairs Committee members, while on the other hand, its enemies in the House became more bitter and determined that the "Voice of America," as it is currently operated, be stilled.

Chairman John Taber (R-N. Y.), of the House Appropriations Committee, told a news conference last Tuesday that "these broadcasts are doing more harm than good." He expressed complete doubt that "Mr. Benton can produce one broadcast that, on its face, was deliberately framed to support the American foreign policy of blocking the spread of Communism."

"Not only that," he added, "so far as I can determine, no serious attempt is being made to answer the constant attacks that Communists are making on the United States."

He charged that the "Voice of America" was reflecting a "deliberate trend to the left—a taking of sides on political issues, which is contrary to all concepts of American government."

To illustrate his charges he quoted excerpts from a large number of scripts—excerpts which Representative Gary charged later on the floor of the House were "taken out of context—an old political trick."

He was answered by State Dept. witnesses. Mr. Benton offered to make complete texts of the questioned scripts available to the Foreign Affairs Committee. In some cases he read back from scripts referred to by Mr. Taber, until Rep. Walter Judd (R-Minn.) exclaimed that he could not see how the Appropriations Chairman had been able to assume, from the evidence available, that the "Voice of America" was not answering Communist attacks.

'High Creditability'

Earlier, Assistant Secretary of State Dean Acheson told the committee that the "Voice of America," young as it was, had already established among its listeners "remarkably high creditability." "People who hear the news broadcasts," he said, "believe it is the truth."

He declared that an earlier meeting between private licensees, members of Congress and State Dept. officials [BROADCASTING, May 12] had definitely established that the broadcasting industry is neither able nor willing to undertake sole responsibility for programming and transmission of the "Voice of America."

He denied categorically that the State Dept. was in any way trying to establish a government monopoly over international broadcast-

(*Continued on page 90*)

"VOICE OF AMERICA" had one of its biggest audiences in Washington last week where the decision was being hammered out behind closed doors as to how it shall speak—from the State Dept., from private industry, or from a new combination of both. Out of a babel of discussion one thing seemed clear—the "Voice" would not die to the whisper threatened by GOP budget cutters in the House—but there will be economy, and economy may effect a change in operation and policy.

Telecommunications Confab Is Underway in Atlantic City

SOME 700 delegates, consultants and observers of 60 nations arrived last week at Atlantic City's Ambassador Hotel to register for the first postwar International Telecommunications Conferences, sponsored by the International Telecommunications Union of which the U. S. is a member. The first portion of the tri-part gathering, the International Radio Conference, on Thursday began its expected three-month session to revise the General Radio Regulations of Cairo of 1938 [BROADCASTING, May 12].

The International Telecommunications Plenipotentiary Conference is to convene July 1 and the International High Frequency Broadcasting Conference will meet after the close of the Radio Conference, about August 15. These conferences have been called at the recommendation of the Five Power Preliminary Telecommunications Conference held in Moscow last September.

Secretary of State Marshall on Wednesday announced that President Truman had approved composition of the U. S. delegation to the Radio Conference. The delegation heads, FCC Chairman Charles R. Denny and State Dept. Telecommunications Division Chief Francis Colt de Wolf, chairman and vice chairman respectively, during the week personally called upon and met many of the delegates upon their arrival. The present meeting constitutes a reunion for a majority of the conferees.

On Wednesday afternoon the U. S. delegation, composed of both Government and industry representatives and observers, met to review its plans. The U. S. proposals for the Radio Conference, as well as those of several other participating nations, earlier had been distributed through the Berne headquarters bureau of the ITU. The preparatory committee of the U. S. delegation held their final meeting on Thursday. At the preconference meeting of the U. S. group it was decided that full-delegation sessions be held every week, the first to be at the start of the second week of the conference, May 26.

Royal V. Howard, NAB director of engineering, has set up quarters at Atlantic City for the duration of the conference. He will sit as observer, representing NAB.

Thursday's opening day conference activity was concerned with meeting of the heads of the respective delegations and preparations for the first plenary session on Friday. On Thursday afternoon the heads of delegations approved the establishment of three new main committees. The proposal was ex-

(*Continued on page 90*)

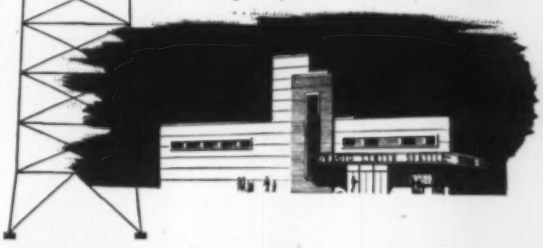
Potent PULL

IT TAKES a lot of pull to move a 10,000-ton freighter across Puget Sound. Experienced skippers call for husky towboats, not dinghies. So with the Seattle-Tacoma-Puget Sound market.

To sell this big, rich area you must have proved, potent Pulling Power. That's why successful advertisers—local and national—entrust their major sales load to KOMO.

This *exclusive* NBC outlet for the prosperous Seattle-Tacoma-Puget Sound country has been the recognized Leader in its market for 20 years. It has the listener audience, the listener confidence, the Potent Pull to do the job. KOMO can sell for you—surely, economically, without strain.

This new FM and television antenna, planned for KOMO, will be the highest structure in the Seattle area, towering 627 feet above sea level



NBC AFFILIATE

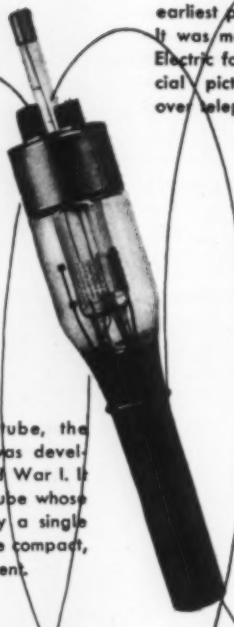
FOR SEATTLE KOMO AND THE PUGET SOUND COUNTRY

National Representatives EDWARD PETRY & CO. Inc. • New York • Chicago • San Francisco • Los Angeles • Detroit • St. Louis • Atlanta • Boston

this team brings you better ELECTRON TUBES

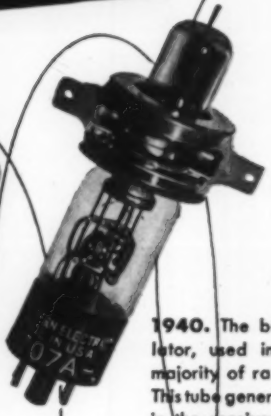
1912. The first effective high-vacuum tube, developed by the Laboratories for long distance telephony, was capable of operation at both audio and radio frequencies, and thus marked the beginning of modern electronics.

1918. This "peanut" tube, the Western Electric 215A, was developed for service in World War I. It was the first commercial tube whose filament was powered by a single dry cell . . . made possible compact, light weight radio equipment.

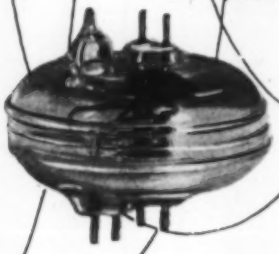


1919. The introduction of the copper-to-glass seal made water cooled tubes practical. The resulting high power tubes were used for broadcasting and for transoceanic radiotelephony.

1925. This was one of the earliest photoelectric cells. It was made by Western Electric for use in commercial picture transmission over telephone wires.



1940. The beating oscillator, used in the great majority of radar systems. This tube generated a wave in the receiver with which the received microwave was reduced in frequency for amplification.

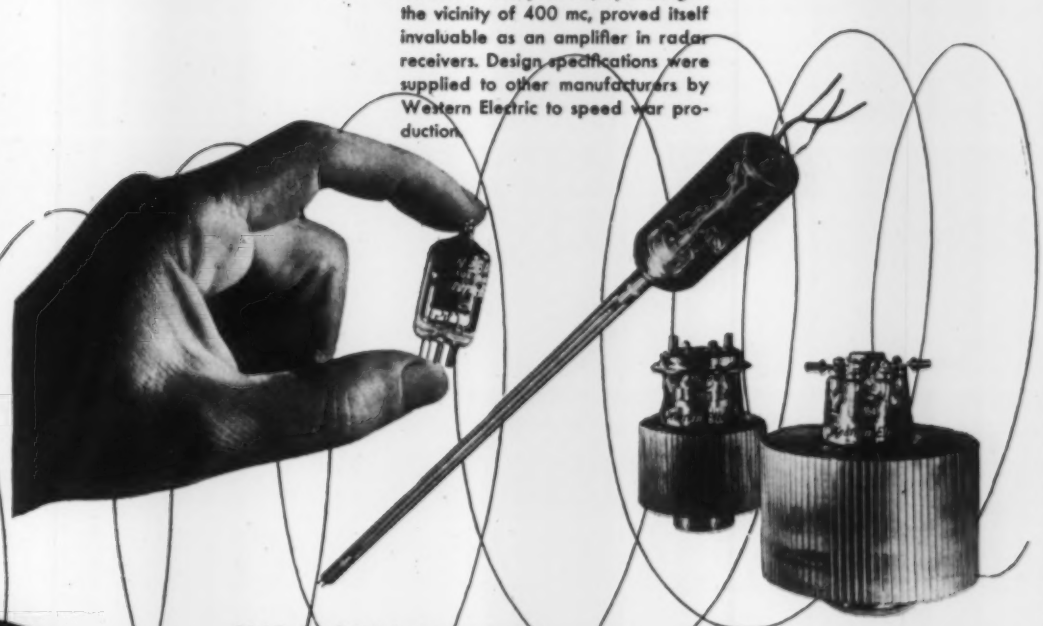


1937. This microwave generator, the 368A, was the first commercial tube to generate frequencies higher than 1500 mc. This type of tube was used by Western Electric in the first absolute altimeter.

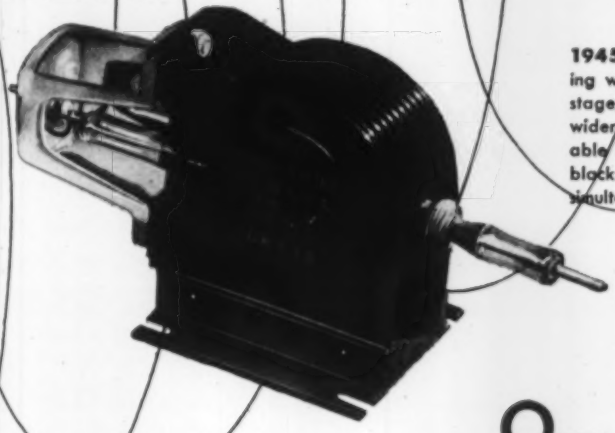
Distributed by GraybaR
OFFICES IN 95 PRINCIPAL CITIES

—QUALITY COUNTS—

1942. This tiny 6AK5, operating in the vicinity of 400 mc, proved itself invaluable as an amplifier in radar receivers. Design specifications were supplied to other manufacturers by Western Electric to speed war production.



1940. Bell Laboratories produced the first American multicavity pulsed magnetron from a British model. The team of Western Electric and Bell Laboratories developed 75 new and improved magnetron designs by extending operation into the 10 cm, 3 cm and finally the 1 cm bands, and produced over 300,000 of these wonder tubes of World War II.



1945. The Bell Laboratories traveling wave tube, still in the research stage, amplifies over a band 40 times wider than present tubes—may be able to amplify dozens of color or black and white television programs simultaneously.

TODAY. These new forced air cooled FM transmitting triodes are among the latest in the line of tubes designed by Bell Telephone Laboratories and made by Western Electric. Their thoriated tungsten filaments, rugged construction, flexible terminal arrangements and many other features make them tops in performance in the 88 to 108 mc band.

OVER 34 years ago in the laboratories of Western Electric, De Forest's Audion was improved and developed into the high vacuum tube and put to work for the first time amplifying telephone and radio frequency currents. And *for over 34 years* Western Electric and its research associate Bell Telephone Laboratories have been foremost in designing new and better electron tubes.

Every tube shown here and many developments *basic* to the tube art are examples of that leadership. More than 10 years ago, for instance, Bell Laboratories first used microchemistry to determine what gases were destructive to tube elements, and with Western Electric developed a manufacturing technique to keep these damaging elements out—thus increasing tube life many-fold.

Every one of the more than 300 codes of electron tubes now being made by Western Electric from Bell Laboratories' designs has the same unequalled background of research and manufacturing skill.

BELL TELEPHONE LABORATORIES

World's largest organization devoted exclusively to research and development in all phases of electrical communications.

Western Electric

Manufacturing unit of the Bell System and the nation's largest producer of communications equipment.

What do People Listen To in WMT's "Twin Markets?"

City and farm residents of Eastern Iowa like NEWS. Housing, food, travel and weather stories rate top listening. These are a few of the facts about WMTland, the highest per capita income population in the U. S.

(Under a grant from WMT, University of Iowa graduate student Dick Baxter auditioned 30 typical news stories for 1300 listeners.)

Other findings: least interesting were routine Hollywood gossip and obituaries. International and national news rated higher than purely local items.

WMT will gladly help you sell Eastern Iowa's rich twin markets where income is a happy blend of agriculture and industry . . . with programs listeners LIKE.

Ask your Katz Representative

Member Mid-States Group

Torbett Is Directing New Station Group

Handling Operations for Three Outlets in Southwest

JOE H. TORBETT has taken over as director of operations of a new southwestern station group being built around new outlets at El Paso, San Angelo, and Del Rio, Tex.

Mr. Torbett

Mr. Torbett has been Washington bureau chief of Press Assn., radio division of Associated Press, since 1942. Previously with the Gannett and Scripps-Howard newspaper groups for almost 15 years, he originated the format for PA's *Washington-Inside Out* and wrote the Sunday feature for more than four years.

The southwestern group includes KDLK Del Rio, which went on the air six weeks ago on 1230 kc with 250 w, and two stations for which FCC already has issued permits. One is KXEP El Paso, owned by West Texas Broadcasting Co. and authorized to operate on 690 kc with 5 kw, directionalized fulltime [BROADCASTING, May 5]. The other is KXSA San Angelo, owned by San Angelo Broadcasters and authorized to use 600 kc with 5 kw day and 1 kw night [BROADCATING, April 28].

Applications are pending for Houston (1060 kc, 5 kw day and 1 kw night, directionalized), Corpus Christi (1070 kc, 10 kw didectionalized), Parsons, Kans. (1310 kc, 1 kw directionalized), and Norman, Okla. (1400 kc, 250 w, day).

Griffith Owns KXEP

H. J. Griffith, theatre owner-operator, owns KXEP El Paso and is the applicant for Parsons and Norman. Principals in KXSA and the applicant companies for Corpus Christi (Texas Gulf Coast Broadcasting) and Houston (Metropolitan Houston Broadcasting) include E. H. Rowley and Glen H. McClain, theatre owner-operators; James A. Clements, station owner and businessman, and L. M. Rice, attorney and owner of a boys' ranch.

In KXSA and the Corpus Christi application minority interests are held by other stockholders, including Mr. Torbett (10%) in the San Angelo operation. Messrs. Torbett and Clements also have 25% each in KDLK, with the remaining shares divided equally between Thomas O. Mathews and Richard J. Higgins [BROADCASTING, Nov. 4, 1946].

The Houston, Parsons and Norman applications have been set for hearing by FCC. Until these have been decided, Mr. Torbett plans to remain in Washington. Later he will set up headquarters in Dallas. Construction of KXSA and KXEP has been started under the supervision of Mr. Clements. Western Electric equipment will be used by the former and Collins by the latter.

FM RECEPTION
Florida Man Says He Heard New Orleans Outlets

FM RECEPTION at unusal distances by listeners in Louisiana and Florida is reported by Guy H. Popham Jr. (Guy Harris) of the traffic department of WWLH, Loyola U. (New Orleans) FM station.

One listener, B. M. Young, Morgan City, La., 75 miles from New Orleans, reported to WWLH that he had picked up the station on both of his radios, each equipped with FM, AM and shortwave bands. One of the radios, he said, has an outside antenna 35 feet high, but the FM reception is not as good as on the other radio, which is equipped with a self-contained antenna. Mr. Young said he could pick up WWLH every day on the set which has no outside antenna.

Even more unusal reception is reported by Clyde L. Walkden, chief engineer of the Palm Beach Broadcasting Corp. (WWPG and WWPG-FM), Palm Beach, Fla., 500 miles away. In letters to WWLH, two other New Orleans stations, WTPS-FM and WRCM, and the FCC, Mr. Walkden reported that in tuning across the 88-108 mc FM band at his home in Lake Worth, Fla., on May 5 between 10:15 and 11:30 p.m. he had picked up all three of the New Orleans stations. The only other station Mr. Walkden reported hearing was WWPG-FM. Mr. Walkden said his receiver is a General Electric 417, with the antenna—folded doublet fashioned from 300-ohm transmission line—in the attic about 20 feet off the ground.

Philco Names Peltz

WILLIAM J. PELTZ, production manager of the Philco Corp. Refrigerator Division, has been named to the Philco executive staff to carry out special assignments in various divisions, according to William Balderston, executive vice president. Mr. Peltz has been with Philco since 1925 and in 1942 was made production manager of the Radio Division as well as division manager during the war.

CBC Toronto Parley

CANADIAN BROADCASTING Corp. board of governors will hold next meeting at Toronto June 16 and 17, first time the board has met there. Business to be discussed will probably deal with progress of new 50 kw stations being built for Toronto, Winnipeg and Edmonton.

25 YEARS OF KLZ DENVER

Community Responsibility

RADIO SCREEN MUSIC STAGE

VARIETY

SHOWMANAGEMENT AWARD

The KLZ DENVER For Responsibility to the Community

In the 25 years since receiving its first commercial license on March 10, 1922, KLZ has done a lot of growing. It has grown physically. It has grown in social stature and consciousness.

Long before radio was being generally recognized as a new and powerful social force, KLZ was demonstrating an awareness of its growing responsibility and opportunities for service in its community. Coming on its 25th birthday, the coveted Variety citation and plaque award for outstanding community responsibility in 1947 tops a long list of citations and awards during recent years in recognition of KLZ's outstanding performance in the public interest.

What KLZ does in the public interest is also in its sponsors' interest and, consequently, more advertisers, local and national, buy more time on KLZ than on any other Denver station.

KLZ
DENVER

AFFILIATED IN MANAGEMENT WITH WKY, OKLAHOMA CITY, REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

Seven Boston FM Grants Proposed

Would Deny Application Of WMEX on Two Main Counts

A PROPOSED DECISION anticipating grants for seven of the eight Boston Class B FM applicants was issued by FCC last Wednesday.

The Commission proposed to deny WMEX Boston's application on financial and program grounds, hitting the station's use of "horse racing programs" in particular. It proposed to grant the other applications, and specified effective radiated powers and antenna heights as follows (channels to be assigned later):

1. CBS (WEEI)—20 kw; 495 feet.
2. Matheson Radio Co. (WHDH)—20 kw; 500 feet.
3. Yankee Network (WNAC)—19.5 kw; 510 feet.
4. Unity Broadcasting Corp. of Mass.—20 kw; 500 feet.
5. Templetone Radio Mfg. Corp. (WMBS)—20 kw; 500 feet.
6. Massachusetts Broadcasting Co. (WCOP)—20 kw; 350 feet.
7. Harvey Radio Labs—20 kw; 500 feet.

The proposed grants, if made final, will fill all eight Class B channels presently available in the Boston area, where WBZ-FM already is in operation. Two additional channels are being withheld until after June 30 under FCC's channel reservation plan.

The proceeding originally included nine applicants, but Raytheon Mfg. Co. withdrew after the hearing was completed in April 1946.

Overlap Recognized

FCC recognized overlap of the 1000 microvolt-per-meter contours of Yankee Network's proposed station and its existing outlet, WGTR(FM) Worcester. It did not, however, regard this as requiring application of the duopoly ban. The Commission said Boston and Worcester are "distinct cities" in "separate trade areas," that neither Yankee Network station would serve the city in which the other is located, and that competitive FM service will be available in both Boston and Worcester. The decision declared:

The Yankee Network has developed many fine programs which meet the program needs of the people of Boston. We feel that this listening audience should have the opportunity to hear these programs on a high-fidelity basis. Moreover, Station WNAC is the key station and origination point for most Yankee Network programs and its FM station would serve a similar function at such time as FM broadcasting supplants AM broadcasting. We believe that the interest of the listening public would be well served by granting the network an FM origination point in Boston, which is the talent and commercial center of the area.

Regarding the financial qualifications of Northern Corp., WMEX licensee, FCC said the company apparently "would be required to meet both the operating costs of the FM station and the amortization of its construction loans from the meagre earnings of its AM station WMEX." Net earnings of WMEX for 1945 were listed as $1,263.66.

WMEX Programming

Programming was "a second and separate ground" for the proposed denial to WMEX, which anticipated FM use of many of its AM programs. FCC said the station "does carry some programs of merit." It specifically attacked WMEX "horse racing programs" (as many as nine daily during racing season), and its offering of about eight hours weekly to "brokers" of foreign language programs.

The latter policy, FCC said, often results in "an inordinately large number of commercial spot announcements, as many as eight spots in a nine-minute program not being unusual." The attention to horse racing programs, the Commission said, "not only affects . . . overall program balance, but in view of the contents and sponsorship of some of these programs, they appear to be directed to the limited audience in the area interested in gambling on sporting events."

FCC also called attention to "the number of commercial religious programs" on WMEX. Of 8¼ hours of religious programming on Sunday, the Commission said, "only 1½ hours" are sustaining.

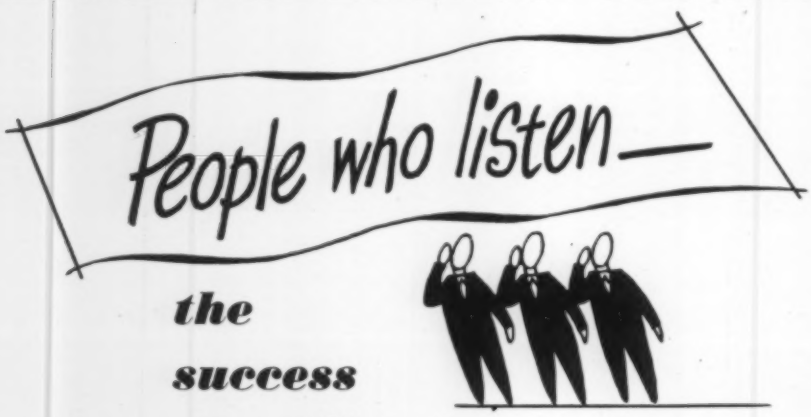
The proposed grants, if made final, would give CBS its fifth FM outlet. The network already has licenses or grants for New York, Chicago, St. Louis and Los Angeles, and has applied for Washington. Yankee Network, active in FM since 1937, is licensee of WNTW Portland and WGTR Worcester and owns WHTD Hartford, which has an FM grant. It is applying for Providence and Bridgeport, where it owns AM stations, and for AM at Portland.

Unity Broadcasting was organ-

(*Continued on page 76*)

Note to Comedians

WHEN A RADIO comedian in Shanghai called rice merchants "rice weevils" and "rice worms" several hundred of the merchants took direct and aggressive action, a UP dispatch reports. They broke windows in the comedian's home, smashed his furniture and slapped his wife and children. The report provides food for thought for American radio comedians and network vice presidents.



PEOPLE WHO LISTEN . . .
In the
EL PASO market
KTSM has them.

Ask Mr. Hooper!

KTSM
EL PASO, TEXAS

AFFILIATE NBC

GEORGE P. HOLLINGBERY CO., *National Representatives*

ABC PACIFIC

gets 94.6% coverage

yet costs *less* than

any other network

on the Pacific Coast!

▶ **What is ABC Pacific?** It's the American Broadcasting Company's network of 21 strategically located stations covering the West Coast.

▶ **How efficient is its coverage?** Well, on the Pacific Coast

70.5% of population
*72.6% of retail sales**
73.6% of radio homes
*77.9% of Effective Buying Income**

are concentrated in eleven Metropolitan districts. All these and eight other Metropolitan markets are covered *from within* by ABC Pacific—plus additional coverage of surrounding *outside* markets. Total Pacific Coast coverage (primary areas):

94.6% of Coast daytime listeners
92.5% of nighttime listeners

*Sales Management Survey of Buying Power, May 10, 1946

▶ **Does it really cost less** than any other network on the Pacific Coast? Here are the figures: one half hour evenings $972.00. Quarter-hour daytime strip (5 times per week) $281.00 per broadcast.

The Sales Keys to America's 7 Great Markets...

SPOT SALES DIVISION

ABC American Broadcasting Company

NEW YORK 33 West 42nd St. | CHICAGO Civic Opera Bldg. | SAN FRANCISCO 155 Montgomery St. | LOS ANGELES 1440 Highland Ave. | DETROIT Stroh Bldg.

LOCATION
. . . for Movie Making
. . . for a $50,000,000
Tourist Business

Utah's spectacular and colorful scenery is a popular location for major motion picture companies from Hollywood. A popular location, too, for thousands of tourists every year!

More than $50,000,000 annually is brought into Utah by vacationists — providing additional jobs and income to Utah residents.

But this is only one source of income in Utah. Combined with mining, agriculture, manufacturing, distributing and other activities, it gives Utah people a buying power of $3,666 per family per year.

KDYL is the station most Utahns listen to most!

UTAH'S CENTENNIAL
KDYL
Silver Anniversary
1922 - 1947
1847 - 1947

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

For further information wire, phone or write—

JOHN BLAIR & CO., National Representative

Canadian Broadcasters Map Extensive Campaign Promoting Radio Industry

CANADIAN broadcasting stations, members of Canadian Association of Broadcasters, are planning an extensive public relations campaign in connection with the forthcoming Parliamentary Radio Broadcasting Committee hearings. First move is a Community Station Week, May 18-25. This is to be followed by thorough coverage of the Parliamentary Committee sittings mentioned in newscasts on all 89 member stations, as well as other methods of telling the public the facts about independent broadcasting station operations in Canada.

Community Station Week is to be proclaimed by civic officials in each community. Stations were provided by CAB office at Toronto with scripts for quarter-hour talk on opening day (yesterday), and five-minute scripts for other days of the week, the talks to be given by civic leaders. Stations are making tie-ups with local and national newspaper advertisers to salute the local stations in all media, theatres, store windows and similar ways to publicize the Community Station Week.

Meetings Vital

Canadian stations feel that this year's sittings of the Parliamentary Radio Committee will be the most important for the independent stations. As public attitude surveys have shown that in the past year opinion is swinging from government-sponsored radio to independent ownership of broadcasting stations, Canadian station owners have decided that this is the right time to tell Canadians the part their community tax-paying stations are playing in the broadcasting picture of Canada. Canadian broadcasters hope to have legislation changed on recommendations of the Parliamentary Radio Committee so that some sort of independent tribunal will be set up to act as a court of appeal in problems between the government's Canadian Broadcasting Corp., present regulatory body and competitor of independent stations, and the independent stations.

During Community Station Week local stations will present the case for independent stations and point out the part the local stations play in the life of the community, how they have developed talent, handled local news and local activities, how they have become an integral public service in the community.

CHARLIE McCARTHY STILL CANADA'S TOP SHOW

CHARLIE McCARTHY remains No. 1 favorite of Canadian listeners, according to the April Elliott-Haynes national rating report issued May 10 at Toronto. *Charlie McCarthy* had rating of 39.1, and was followed by *Radio Theatre* 39.0, *Fibber McGee & Molly* 30.2, *National Hockey League* games (Canadian program) 29.7, *Fred Allen* 29.6, *Ozzie & Harriet* 29.5, *Amos 'n' Andy* 22.2, *Corliss Archer* 21.9, *Bob Hope* 20.3, and *Album of Familiar Music* 20.1.

Five leading English-language daytime programs were *The Happy Gang* 21.1 (Canadian program), *Ma Perkins* 19.1, *Lucy Linton* 17.5, *Big Sister* 17.3, and *Pepper Young's Family* 17.2.

Five leading French-language evening programs were *Un Homme et son Peche* 44.7, *Metropole* 34.8, *Talents de Chez Nous* 34.7, *Radio Carabins* 34.0, and *Enchantant dans le Vivoir* 33.9. Five leading French daytime programs were *Rue Principale* 29.2, *Jeunesse Doree* 28.3, *Les Joyeux Troubadours* 21.5, *Tante Lucie* 19.4, and *Quelles Nouvelles* 18.4.

Canadian Listings

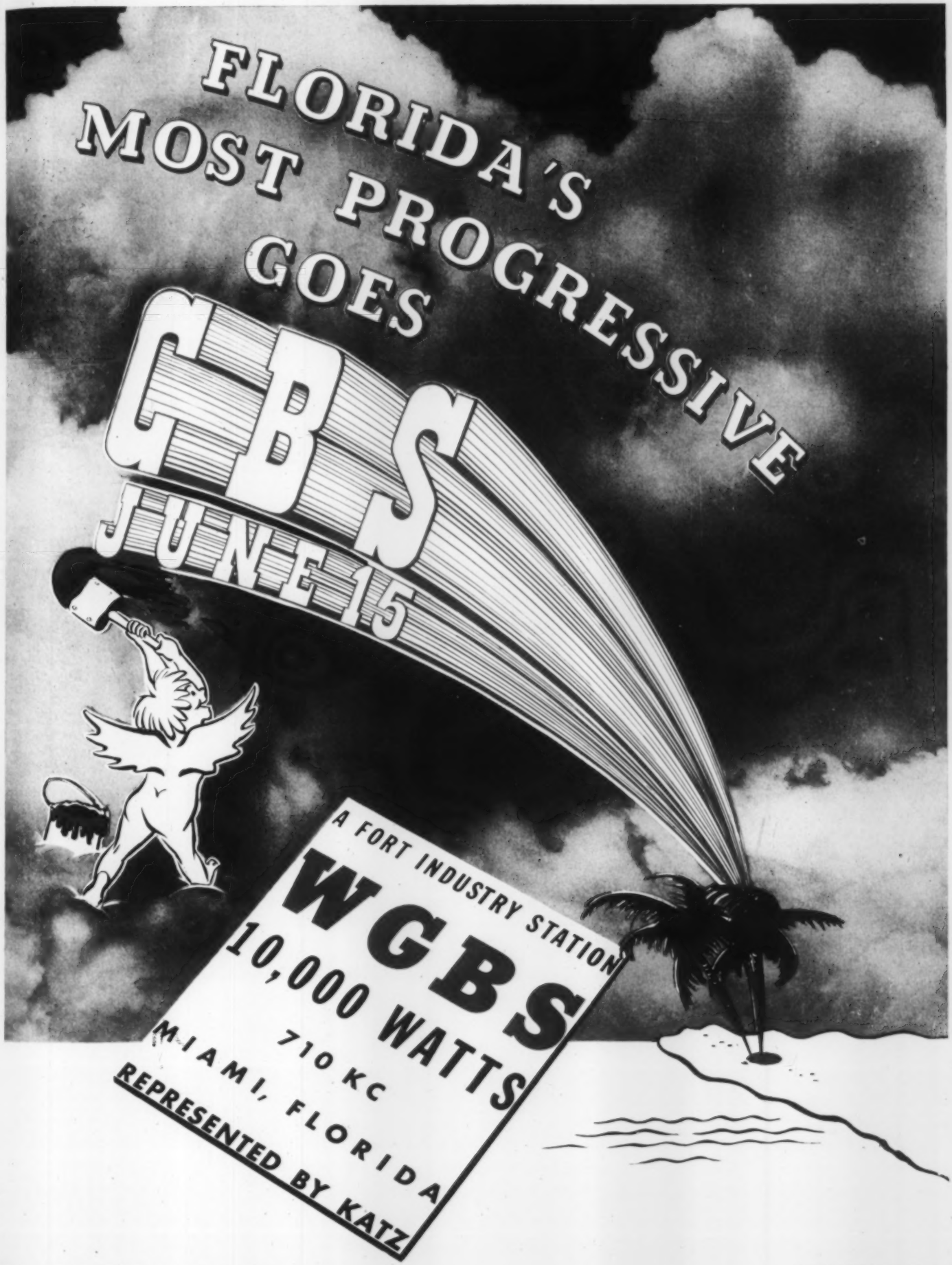
NEW LIST of Canadian broadcasting stations and affiliated shortwave outlets, by call letters and by frequencies, has been issued by the Radio Branch, Department of Transport, Ottawa, as of April 28. There are now 103 privately owned broadcasting stations in Canada and 11 stations owned by the government's Canadian Broadcasting Corp. In addition CBC operates on 25 shortwave frequencies from transmitters at Montreal, Sackville and Vancouver, while seven private broadcasters operate shortwave stations on eight frequencies. List is available at Ottawa for 10 cents. This is first time since the war these lists have been placed on sale.

Mobile Hearing Set

FURTHER hearing has been ordered by FCC for Sept. 8 on the service-allocation of frequencies for the general mobile service. Demand for such a hearing has arisen from the problems invited by the rapidly expanding use of radiotelephone for communication with vehicles, according to the Commission. Transition from present experimental status to regular service involves both economic and technical considerations, the Commission said.

Pinafore Campaign

PINAFORE Whole Chicken, Madison, Wis., has launched a 20-week test campaign for its product through the Bob White Organization. Daily spots will be broadcast over WIBA Madison during the test. U. of Wisconsin Commerce School is cooperating with Pinafore in evaluating results.


FLORIDA'S
MOST PROGRESSIVE
GOES
CBS
JUNE 15
A FORT INDUSTRY STATION
WGBS
10,000 WATTS
710 KC
MIAMI, FLORIDA
REPRESENTED BY KATZ

Benny Leads April West Coast Rating

Hooperatings Place Bob Hope Second, Red Skelton Third

JACK BENNY led the first 15 programs on Pacific Coast listed in April Pacific Network Hooperatings. Bob Hope was second and Red Skelton third. Report showed an average evening audience rating of 8.9, decrease of .6 from the last report and an increase of .6 from the same period in 1946.

Average evening sets-in-use reported were 33, down 1.9 from last report and 1.4 above a year ago. Average evening available homes was 76.5, down 1.5 from last report, 1.3 from year ago. Average daytime audience rating was 3.6, down .2 from last report, up .1 from year ago. Average daytime sets-in-use was 15.6, a decrease of .9 from the last report, up 1 from year ago. Average daytime available homes was 67.1, down 1.6 from last report, down .9 for year ago.

Leading Pacific programs were: Jack Benny 38.3, Bob Hope 28.3, Red Skelton 27.4, Walter Winchell 24.6, *Charlie McCarthy* 21.6, *Fibber McGee* 21.2, *Screen Guild Players* 19.7, *Fred Allen Show* 19.5, *Whistler* 19.4, *Bandwagon* 18.5.

TRENCHERMEN plying their avocation at the CKCW Moncton, N. B., lobster party at Toronto May 6 are (l to r): E. A. Weir, CBC commercial manager; Geo. Bertram, Swift Canadian Ltd. advertising manager; Walter Powell, CBC assistant commercial manager; Alec Phare, radio director, R. C. Smith & Son; Mark Napier, vice president, J. Walter Thompson Co. Ltd. More than a hundred broadcasters attended.

Sponsor Proof...

...that KFYR *blankets* the Upper Midwest!

These are just a few of the advertisers who used KFYR in a recent week. Each is only interested in his own *local* area—each letter was unsolicited. They know their local listening habits—know that no other station reaches so many ears at one time.

Every city noted above with it's mileage from Bismarck, has one or more stations *closer* than KFYR. It is significant, don't you think, that these advertisers chose KFYR? It's just added proof of what we've been saying all along . . . KFYR blankets the Upper Midwest.

KFYR Bismarck, N. D.

5000 Watts 550 Kilocycles

National Representative: JOHN BLAIR & CO.

Industry Will Join Radio Week Drive

NAB Committees Drawing Plans For Celebration

EVERY phase of the broadcasting industry will be utilized to promote National Radio Week Oct. 26-Nov. 1, with sponsors and advertising agencies cooperating in a campaign designed to raise the celebration to one of the most important national events of the year.

Rough draft of campaign plans was gone over Tuesday at a meeting of representatives of the NAB Sales Promotion Subcommittee and the RMA Advertising Committee, held in New York.

FM Assn. and Television Broadcasters Assn. will be invited to join in the industrywide proceedings, the joint group decided. Emphasis will be placed on the substantial growth in broadcasting facilities, especially FM, since end of the war.

Promotion material will be prepared for radio dealers and broadcasting stations will provide plans for cooperative local promotion. Keynote of the observance will be the greater listening opportunities available through new faciilties as well as expansion of receiving set production. Availability of millions of dollars in radio entertainment for the price of a receiving set will be emphasized.

Chairman of the RMA Radio Week subcommittee is W. B. McGill, advertising manager of Westinghouse Radio Stations Inc., with John M. Outler Jr., general manager of WSB Atlanta, as chairman of the NAB subcommittee. Next meeting of the two committees has been tentatively set for May 27 in New York.

Pulitzer Board Planning No Radio, Movie Awards

CONTRARY to recent reports that Pulitzer prizes would be awarded in the radio and movie fields, the Pulitzer advisory board last week decided against the idea, it was learned by BROADCASTING, but the board's spokesman declined to make the reason public.

The decision was not necessarily permanent, however. According to Carl W. Ackerman, dean of the Columbia Graduate School of Journalism and executive secretary of the advisory board, there is nothing in the by-laws to prevent the board from considering the proposal again at its meeting next year.

Quebec Meeting

SPECIAL MEETING of Quebec Association of Broadcasters was called at Quebec for May 17 to study presentation to Parliamentary Radio Committee. Independent stations expected to present briefs at Ottawa before the Parliamentary Radio Committee about May 29.

PURITY BAKERIES

(Taystee Bread and Grennan Cakes)

Are Sponsoring the Home Games of the Champion Cardinals and St. Louis Browns TELEVISED by

KSD-TV

The St. Louis Post-Dispatch TELEVISION Station

●

St. Louis has COMMERCIAL TELEVISION, and there is still time for advertisers who recognize the advantages of getting in on the "ground floor." For details regarding schedules and availabilities, call or write KSD - TV or Free & Peters, Inc.

Fulton Lewis, jr.

available now* on WIP—Philadelphia

Tell your Philadelphia story on WIP with the Fulton Lewis, jr. program—the nation's *biggest cooperative* on the air today.

On 254 stations from coast to coast, local and national advertisers are sponsoring this noted commentator—and getting results. Fulton Lewis, jr. reports the news as he sees it — and his audience keeps on growing.

Wire, phone or write us immediately for complete information.

*Offered Subject to Prior Sale

COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM
CO-OP
1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.

WBKB Chicago Installs Midwest First Very-High Frequency Video Relay Link

CHICAGO'S television audience, through the facilities of WBKB, Balaban & Katz video outlet, will be able to watch football games this fall from South Bend, Ind., made possible by the station's installation of the Midwest's first very-high frequency relay link. This was disclosed last week by Capt. Bill Eddy, WBKB director.

While the primary purpose of the first relay link is to televise Notre Dame football games, negotiations for which are now under way, its far-reaching result will be to bring Chicagoans a panorama of widely-varied midwest sports events, including the Columbian Yacht races at Michigan City, Ind., and other South Shore activities. Extension of relay, Captain Eddy declared, can eventually make possible eye-witness accounts of the Indianapolis Speedway auto races, as well as football games from Illinois and Purdue Universities.

Cable Unavailable

Since coaxial cable is extremely expensive and unavailable at present in the Middle West, the high-frequency waves must be beamed over a straight line from one high point to another. Construction now in its final stages calls for station's first relay link to originate before cameras set up in South Bend's stadium. From there signal is transmitted through towers located near New Carlisle, Ind., and Michigan City, Ind. It is finally relayed to a Chicago loop point, 47 miles across Lake Michigan, and in turn sent to WBKB transmitter where it is converted to regular frequency for retransmission to Chicago's receiving sets.

Station engineers spent two years in intensive work, conducting surveys by airplane with the use of radar and other wartime electronic devices. Captain Eddy himself equipped one of his high speed planes and took an active part in the surveys.

WOV TAKES POLL
Foreign Language Station Gauges Buying Habits

USING FIGURES supplied by Pulse Inc. and C. E. Hooper Inc., supplemented by its own statistics, WOV New York completed a unique survey of its listening audience and launched an advertising and promotion campaign beamed at the sponsor and titled, *Take the guess out of buying.*

By grouping listeners into five "audited audiences," the station will give the sponsor "inside dope hitherto unobtainable." This will consist of audience buying habits, economic status, residence locality, dislikes, preferences and age brackets. For example, the survey will show how many families prefer white bread to wheat as well as the favorite brands. This, said the station, will enable the sponsor to place his advertising wisely.

In addition, WOV will offer extensive advertiser service, including personal dealer and distributor calls, campaign letters, local trade survey and distribution of sales promotion material.

Hollywood EUC Group For AFL Support Named

COMPOSITION of the Hollywood contingent of the Entertainment Unions Committee in cooperation with the American Federation of Labor in its drive against the Hartley-Taft bills [BROADCASTING, May 12] was announced last week: Paul Franklin and Thomas Freebairn-Smith of Radio Directors Guild as West Coast coordinators; William N. Robson of RDG; Lewis Deake of ATPAM; John Dales, Jr., Pat Somerset and Buck Harris of Screen Actors Guild; Sam Moore, Abe Burroughs, Don Quinn and Harry Kromman of Radio Writers Guild; and Ken Carpenter, Carlton Kadell and Claude McCue of AFRA. California headquarters are at the offices of the Screen Actors Guild.

Video Technique Guide Is Written by Bettinger

A NEW BOOK on showmanship in television, *Television Techniques* by Hoyland Bettinger, was published last Wednesday by Harper & Bros., New York ($5.00). Illustrated with drawings by the author, the book deals with not only the psychological and aesthetic side of television techniques, but also with the basic principles and methods as to production and technical angles.

Mr. Bettinger is now a consultant on television programming and production. He was formerly general manager of General Electric's WRGB, television station at Schenectady. His background includes writing and directing both for moving pictures and the stage, as well as professional art work.

Technical Volume

NEW TECHNICAL volume for radio engineers and physicists is *The Physical Principles of Wave Guide Transmission and Antenna Systems*, by W. H. Watson [Oxford Clarendon Press, $7.00]. Book describes method by which the technique of handling radio frequency transmission lines has been extended for propagation through hollow metal pipes known as wave guides. Illustrated with photographs, diagrams and charts, this is one in a series of International Monographs on Radio, published by the Oxford U. Press.

MEMO: To readers of Broadcasting:
KWFT is proud to make
two announcements of
great importance to our
friends and advertisers.
Joe B. Carrigan

KWFT soon to be 5,000 watts at night

Now that the FCC has given us the green light on our increased power at night, we are not letting any grass grow under our feet. We have already started the construction work necessary to give KWFT *5,000 watts at night.* So it won't be long now until KWFT can deliver advertisers *more power, more listeners,* and *more sales* after sundown.

Kenyon Brown joins KWFT as Director of Operations

We are also proud to announce that one of the most capable, most energetic and most popular young men in the radio business is now helping us "ride herd" at KWFT. Kenyon Brown has been in radio for more than 15 years, having had wide experience in engineering, programming and station management. His intimate association with the Columbia Broadcasting Association and in national sales give him and KWFT a rich background that is valuable to both the station and the advertiser.

KWFT

WICHITA FALLS, TEXAS

620 ON YOUR DIAL

JOE B. CARRIGAN & ASSOCIATES
Owners

CBS

CHARLES E. CLOUGH
Manager

National Representative:
PAUL H. RAYMER COMPANY

5,000 WATTS DAY AND (Soon) NIGHT

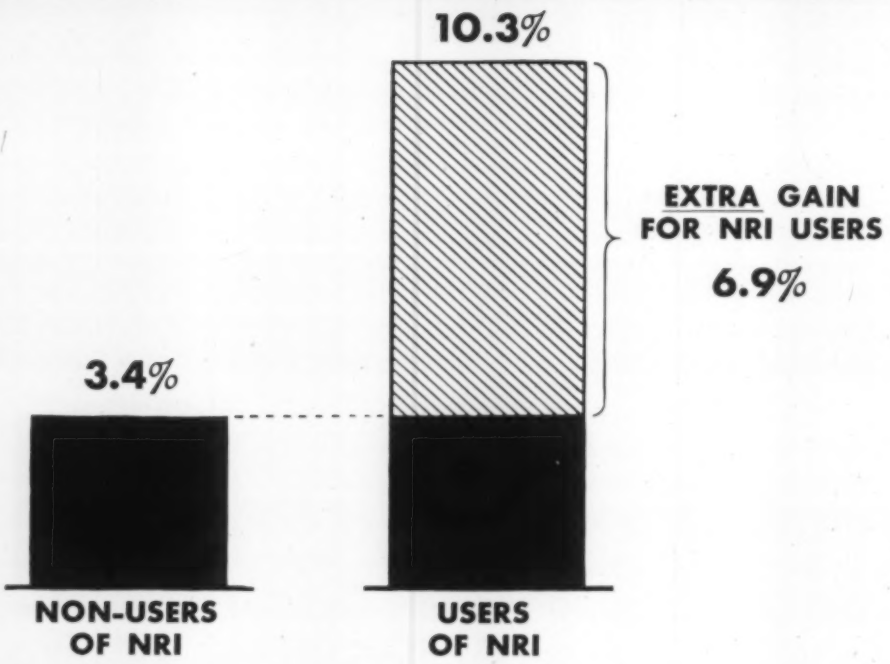
$3,065,000 ADDED PROFIT

During the first 2 years* of NRI service, its skilful application by advertisers *and their agencies* succeeded in raising audience levels 6.9%—repaying the NRI cost *7 times over.*

*The first 2 years following inauguration of NRI service to each client

GAINS IN TOTAL AUDIENCE

(ALL EVENING SHOWS[1]—ALL ADVERTISERS SPENDING OVER $1,000,000 A YEAR FOR NETWORK TIME[2])



(1) NRI achievements on *daytime* shows, while equally important, are not included here because the number of daytime programs sponsored by non-clients is too small to insure statistical validity of any comparison. The comparison on *evening* shows is based on 414 separate ratings of 107 different programs, and involves no appreciable statistical error ("Std. Error" applicable to the difference of 6.9% is only 0.3).

(2) It happens that most of the *earlier* NRI advertiser clients (on which any 2-year computations must be based) are in the $1,000,000-up class. We have matched these large radio users against non-clients *in the same class*—on the theory that it might be unfair to expect less experienced radio advertisers (as a group) to quite equal the results obtained by the most seasoned users of radio.

EXTRA GAIN FOR NRI USERS: 10.3% − 3.4% =	6.9%
VALUE RECEIVED PER YEAR (Eve. Only):	
6.9% x $50,489,000 (Eve. Time & Talent) =	$3,484,000
TO ACHIEVE THIS RESULT,	
THESE NRI CLIENTS PAID - - - - - - -	$ 419,000
NET PROFIT ON NRI INVESTMENT	$3,065,000

NRI REPAYS ITS COST 7 TIMES OVER!

TO NRI USERS!

THESE RESULTS, vital and dramatic as they are, probably represent the *smaller* portion of NRI's total achievement—for they exclude not only the *daytime* results but also the increased *selling power* of NRI-client programs—derived from:

(a) Increased market coverage (due to less duplication between programs).

(b) Increased *commercial* audience, e.g., location of commercials
  (1) to reach *peak* audiences and
  (2) to minimize the listeners missed.

(c) Selection of programs that fit the market for the product, shifting of products from one program to another, etc., etc.

Nor do these results measure what NRI has achieved for advertising agencies, networks and stations. We now have a substantial list of sales made, and unwarranted cancellations prevented, by NRI in the hands of agencies, networks and stations.

Even advertisers *not now in radio*, but actively preparing to go into the medium, are recognizing the important values to be gained from NRI analyses while *planning* their use of radio.

With NRI now in its fifth year and backed by a $6,000,000 expenditure for practical operating experience, this service may be purchased with complete confidence that it will pay its way — and produce a handsome net profit. The chart says this—*unmistakably!*

● **Would you, Mr. Advertiser, or you, Mr. Agency, like to know more about NRI? We'll be glad to give you the facts—in a most interesting presentation. No obligation, of course.**

2101 HOWARD STREET
CHICAGO

A. C. NIELSEN COMPANY
WORLD'S LARGEST MARKETING RESEARCH ORGANIZATION

500 FIFTH AVENUE
NEW YORK

WE DON'T HANKER TO LICKSKILLET (Ky.)!

No joke, there is a Lickskillet, Kentucky. And judging from the name, its inhabitants have their own ideas as to cuisine. But whatever the joys of pan juice and pot-licker, WAVE prefers a *different* gravy. Our meat is the rich and nourishing Louisville Trading Area, which does more business than the balance of Kentucky, all boiled down and concentrated! . . . So grab a plate and sit down at our groaning board. Somebody *else* can do the skillets!

LOUISVILLE'S
WAVE

5000 WATTS . 970 KC

NBC AFFILIATE

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

RUNKLE TO ADDRESS AFA ON RETAIL ADVERTISING

RETAIL ADVERTISING conference will be a feature of the third day of the Advertising Federation of America's 43rd Annual Convention at Boston's Hotel Statler, May 25-28 [BROADCASTING, May 5].

Keynote address at the morning session on retail advertising May 27 will be given by J. D. Runkle, vice president and general manager of Crowley, Milner and Co., Detroit, and chairman of the board of the National Retail Dry Goods Assn. His subject will be "Advertising, a Working Tool of Management."

At the afternoon session Howard P. Abrahams, manager of the Sales Promotion Division of NRDGA, will speak on "How Manufacturers and Their Advertising Agencies Can Help Retailers Promote Their Products." Also featured at this session will be a talk by Dr. Charles M. Edwards, dean of the School of Retailing at New York U. and an authority on testing retail advertising copy, on "Tested Methods in Retail Advertising."

In connection with plans for its forthcoming convention, AFA announced last week that the winner of its national essay contest on "What Advertising Can Mean to the Future of America" is Miss Pat Cothern of Toledo. Miss Cothern will receive a $500 cash award plus an all-expense trip to the convention. Names of other prize winners and the amounts each won follow: Louis Rothschild Jr., Washington, D. C., second, $200; Beatrice Lynch, Wauwatosa, Wis., third, $100; Barbara Oster, Dallas, fourth, $50.

All-Night Returns

KIST Santa Barbara reports that it stayed on the air all night to broadcast returns of recent municipal election which resulted in one of the heaviest votes and closest races in the city's history. With members of its news bureau working at the city hall and at KIST studios, station used salesmen, off-duty technicians and volunteer workers to cover the city's 65 precincts. KIST, which cooperated with the Junior Chamber of Commerce to get out the vote, claims it was the first station in Santa Barbara to cover an election so completely. Last precinct did not report its returns to the city hall until 6:25 a.m. the day after the election, and the outcome of contests for mayor and city attorney was in doubt until that time when KIST aired the final results.

COACH Paul Brown (r) mentor and general manager of the Cleveland Browns, All American Football Conference champions, concluded contract arrangements for a 17-week grid commentary starting in August on WGAR Cleveland. Reading the fine print is James Griffin, (center) general manager of the Sears-Roebuck stores in Cleveland, sponsoring the show. Looking on (l) is John F. Patt, WGAR general manager.

Per-Inquiry Citations

FOUR proposals to use broadcast time on a per-inquiry basis have been cited by the NAB Dept. of Broadcast Advertising. "NAB member stations are not in the business of handling contingent advertising propositions," J. Allen Brown, Assistant Director, notified the companies. Proposals had been offered by Gary A. Ruben Adv. Agency, Indianapolis; Virginia Sales Co., Huntington, W. Va.; Adolph Salvatori, Chicago, Ill., and Imperial Industries, Chicago, according to Mr. Brown.

Wins AAAN Prize

ADVERTISING - BUSINESS Agency, Fort Worth, Tex., has received the radio program Gold Award of the Affiliated Advertising Agencies Network for the second successive year. Prize winning show was *Hillbilly Hits*, the agency's half-hour weekly program on KFJZ Fort Worth. Ensign Advertising Agency, Pittsburgh, also was cited by AAAN for radio production.

AFA Adds

ADVERTISING FEDERATION of America has announced the following had been elected to membership: KONO San Antonio, Tex.; Humble Oil & Refining Co., Houston; Newmark's Advertising Agency Inc., New York; C. Franklin Brown & Co., Chicago; *The Times-Mirror*, Warren, Pa., and Claude Aniol & Assoc., San Antonio.

KWHI Program Tests

KWHI Brenham, Tex., independent regional station with 1 kw on 1280 kc, went on the air for program tests May 8. Formal opening will be held at a later date not yet announced. Owner and licensee is Tom S. Whitehead, publisher of Brenham *Banner-Press*. Manager is Ernest T. Jones, former manager of KPLT Paris, Tex. and more recently of KNOW Austin.

Our specialty BEAM POWER TUBES

THESE ARE BEAM POWER TUBES built for reliable broadcast station operation. Like all RCA beam power tubes, they have high power sensitivity, high cathode emission, lasting vacuum.

In your transmitter, these are the tubes that make possible fewer stages, fewer components, and fewer tuning controls. And, with their conservative ratings for hour-after-hour service, they assure you maximum performance for your money.

Naturally, we specialize in the most complete line of beam power tubes ever offered for broadcasting because we're pioneers in beam tube design. Check the chart for the type you want. Then buy RCA.

For additional information, write RCA, Sales Div., Section P-36-E1, Harrison, N. J.

RCA BEAM POWER TUBES FOR BROADCASTING

Type No.	Heater (or Fil.) volts	Max. Plate Dissip. watts*	Max. DC Plate volts*	Max. Freq. at max. ratings (Mc)	User's Price
2E26	6.3	6.7	400	125	$3.50
4E27	5.0	65	3000	75	27.50
807	6.3	16.5	475	60	2.30
813	10.0	67	1600	30	14.50
814	10.0	34	1000	30	14.00
815	6.3/12.6	13.5	325	125	6.25
828	10.0	47	1000	30	12.50
829-B	6.3/12.6	28	600	200	14.75
832-A	6.3/12.6	10	650	200	10.60
	*class C telephony (CCS)				

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

TUBE DEPARTMENT

RADIO CORPORATION of AMERICA

HARRISON, N. J.

BUTTER
YOUR BREAD

If you want to "butter your bread" in an established and growing Billion Dollar market, you can't overlook Memphis and the Mid-South.

In Memphis, your best buy by far is WMC, the choice of 684,460 radio families in Memphis and four adjoining states!

WMC

"the station *most* people listen to *most*"

★ MEMPHIS ★ 5000 WATTS DAY & NIGHT

Owned and Operated by
The COMMERCIAL APPEAL
National Representatives
The BRANHAM COMPANY

AFFILIATE

When it's Memphis you want . . . . . .
It's WMC you need.

RMA Meet to Hear FM Market Figures

Liaison Groups to Present Report May 21 in Washington

RESULTS of a survey showing areas receiving FM service and offering best markets for FM receiving sets will be reported to Radio Manufacturers Assn. May 21 at the Statler Hotel, Washington, by FM Assn. Liaison committees representing the two associations will hold their second meeting.

At the first meeting, held April 8 [BROADCASTING, April 14], RMA reported results of a survey of set manufacturers covering their FM plans. The manufacturers in turn asked marketing information of FMA.

Representing FMA at the meeting will be Arthur Freed, Freed Radio Corp., chairman; Earnest L. Hall, Pilot Radio Corp.; Roy Hofheinz, KOPY Houston; Ira A. Hirschman, WABF New York; Everett L. Dillard, WASH Washington; Leonard L. Asch, WBCA Schenectady; Ben Strouse, WWDC-FM Washington; Wayne Coy, WINX-FM Washington; Leonard Marks, FMA general counsel; C. M. Jansky Jr., Jansky & Bailey; Bill Bailey, FMA executive director.

For RMA will be Larry Hardy, Philco Corp.; Ben Abrams, Emerson Radio & Phonograph Co.; H. C. Bonfig, Zenith Radio Corp.; C. A. Nicholas, Farnsworth Television & Radio Corp.; S. P. Taylor, Western Electric Co.

Moving Week

PART of FCC Washington was on the move last week. The Commission has vacated 13,000 sq. ft. of offices on the first floor of the New Post Office Bldg. at the request of the Post Office Dept. and has removed several other offices scattered about the Capital. All of these units affected have been consolidated in Temporary Bldg. I located to the South of the Lincoln Memorial. Offices now in Tempo. I are: Safety and Special Services Branch, Engineering Dept.; Safety and Special Services Division, Law Dept.; Field Engineering and Monitoring Division; Technical Information Division; units of Frequency Service - Allocations Division; Commercial and Amateur License Sections. Some 200 persons are involved. FCC proper continues to headquarter in the upper floors of New Post Office Bldg.

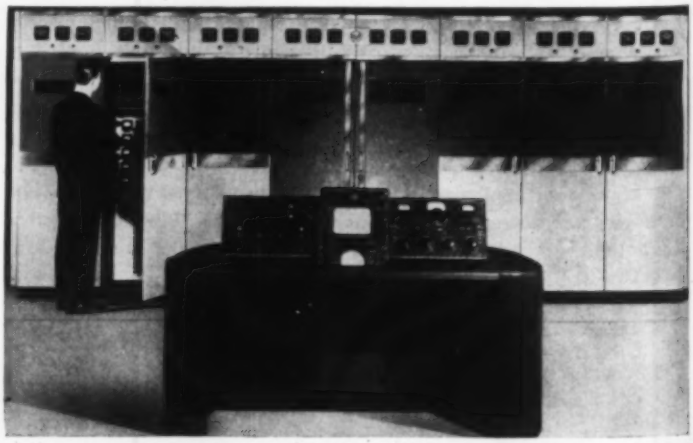
First Postwar RCA Video Transmitter Is Delivered to WNBW Washington, D. C.

RCA's first postwar television transmitter has been delivered to WNBW Washington, D. C., NBC's video station in the Nation's Capital. This was announced last week by W. W. Watts, vice president in charge of RCA's Engineering Products Department.

RCA has 22 5 kw television transmitters now on order. Complete equipment for a television station including the necessary FM and TV transmitters, cameras, control equipment and antennas cost in the neighborhood of $200,000, according to an estimate made by company sources. WNBW will operate on channel 4 and will use an RCA Super Turnstile antenna. It is expected to go on the air next month.

According to RCA, their new video transmitter was specially designed to operate with a radically different high frequency power tube, developed by RCA expressly for telecasting. Both picture and sound units of the transmitter occupy a single unit measuring 17 feet by 3 feet by 7 feet.

Price of the unit delivered to WNBW, according to NBC spokesmen in Washington, was $65,000. The transmitter dismantles into eight smaller units to facilitate handling.



RCA's first postwar 5-kw television transmitter, Type TT-5A

SPOT RADIO . . . in major markets

. . . made SKIPPY PEANUT BUTTER America's Largest Seller!

GARFIELD and GUILD
Advertising
660 MARKET ST. EXBROOK 3400
SAN FRANCISCO 4, CALIFORNIA

March 17, 1947

Mr. Lindsey Spight
John Blair & Company
Russ Building
San Francisco, California

Dear Lindsey:

On the anniversary of our Skippy Hollywood Theater program I was glad to write a little letter of appreciation to some of the stations you represent. Really, my letter should have been an expression of gratitude and appreciation to an advertising medium -- Spot Radio.

As you know, Lindsey, our agency has been built by developing little advertisers into big ones.

By using Spot Radio, it has been possible, for instance, to develop a successful advertising formula for Skippy. This formula, applied in major markets, has built Skippy to first place as America's largest selling peanut butter.

On account after account, the flexibility and local impact of Spot Radio has served Garfield & Guild advertisers. Those of our accounts who use Spot Radio get unsalable coverage, local identification and measurable results that builds confidence in the effectiveness of advertising.

In our experience, Spot Radio is second to none in supplying prestige, consumer influence, and economical coverage that goes to make a successful advertising program.

Cordially,
Walter Guild

Walter Guild

WG:DO

MEMBER AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

● A product . . . a plan . . . and a *hard-selling* medium! Those are the elements combined by Garfield and Guild to put *Skippy* in first place among peanut butters.

Spot Radio is the medium! And on it the Skippy Hollywood Theater *sells the millions that buy.*

You can sell those millions, too . . . with *locally produced* Spot Radio Programs. Ask your John Blair man about their *pre-tested* audiences in the markets you need . . . on the leading stations he represents.

SPOT PROGRAMS SELL PRODUCTS

JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

Offices in Chicago • New York • Detroit • St. Louis • Los Angeles • San Francisco

WESTINGHOUSE RADIO GRANTS PAY INCREASE

GENERAL increase in salaries for some 200 salaried personnel has been announced by J. B. Conley, general manager of Westinghouse Radio Stations. Increases range from a flat $5 to 7% for a 40-hour week, retroactive to April 1.

Proportionate increases were given 80 supervisory and executive officials. The increases apply to the WRS station operations. They follow the national pattern set by the parent company and mark the second salary increase in a year.

Murphy Quizzes

BILL MURPHY, head of VIP Service, New York, has entered the live package field with two packaged quiz shows being offered to local stations. Shows are *Cinderella Weekend* and *Question Market.*

RADIO PLANS OF RUSSIA

Embassy in Washington Noncommittal on Report

—28 Powerful New Stations Will Be Built—

PLANS OF RUSSIA to build 28 new and powerful radio stations by 1950, as reported in a United Press dispatch from Moscow May 7, aroused much interest in U. S. radio circles, but efforts to obtain from the Russian embassy in Washington details of the plans were of no avail.

The announcement that Russia would build the 28 new stations was made by the Soviet Union's communications minister, Konstantin Sergeichuk, in a statement celebrating Russia's Radio Day, according to the UP dispatch.

A spokesman at the Russian embassy, asked for a copy of the statement, said that "at the present moment we have no copy, but hope we will receive it." Inquiry also was made at the State Dept., which reported that it had no copy of Communications Minister Sergeichuk's statement and that if such a statement eventually did come to the Department it would probably be as a news dispatch. "The news services usually beat us on matters of this kind," the State Dept. spokesman said.

Besides reporting the Russian communications minister's statement on his country's plans for building the new stations, the UP dispatch said Mr. Sergeichuk had announced that Russia now is broadcasting news and other radio programs in 30 foreign languages and 70 languages used by peoples of the Soviet Union. It said Mr. Sergeichuk did not disclose the number of receiving sets now in use in Russia.

HOOPER LAUDS DIARY IN CHICAGO ADDRESS

C. E. HOOPER currently is in Chicago for another try at convincing timebuyers that his diary of station listening will provide an accurate gauge of station audiences. Speaking before the Chicago Radio Management Club, of which he is a member, Mr. Hooper outlined the "five plus points" of the Hooper Diary which he had announced to the industry last March.

He said the Hooper Diary was superior to BMB's once-a-week listening questionnaire in that the listener himself kept a day-to-day, hour-by-hour record of the stations to which he and his family were tuned. At the same time, he said the Hooper system was undertaken to be of assistance to BMB and that the methods behind it would be outlined before BMB's technical committee within the next two weeks.

Asked when or if he expected to put the diary system into actual practice, Mr. Hooper declared, "All I'm waiting for is an order."

Meyer Named

LYNN L. MEYER, former sales manager for the Intermountain Network, has been named vice president in charge of sales for the regional 17-station chain. Mr. Meyer said the network expects to be augmented soon by eight stations. Two IMN outlets—KOVO Provo, Utah and KVNU Logan, Utah—have been granted power increases from 250 w to 1 kw.

WBBM Citation

CITATION for "outstanding service" was presented May 12 (National Hospital Day) to WBBM Chicago by the Veterans Administration on behalf of Gen. Omar Bradley on a special broadcast from Downey Hospital, Downey, Ill. Presentation was made in recognition of work done by WBBM's Dept. of Education in arranging midwestern speakers for *Assignment Home*, CBS program, and distributing more than 50,000 Veterans Benefit guides.

WOR Referendum

WHITE COLLAR workers at WOR New York will hold a vote May 20 in New York to decide whether a union will represent them as a bargaining unit and, if so, whether it will be the United Office and Professional Workers of America Radio Guild (CIO) or the Office Employes International Union (AFL). The UOPWA (CIO) currently represents the white collar workers at CBS and WMCA New York.

BUT YES! THE CINCINNATI HOOPER CHANGED!

C. E. HOOPER APRIL 1947

APRIL, 1947 HOOPER INDEX	WCPO MBS	NETWORK "STATION B"	NETWORK "STATION C"	NETWORK "STATION D"	"STATION E"	SETS IN USE
TOTAL RATED TIME PERIODS	19.9	15.2	20.0	32.7	12.0	26.4
WEEKENDS — SUNDAY AFTERNOON	35.6	13.5	13.5	21.8	15.2	25.7
WEEKENDS — SATURDAY DAYTIME	20.4	22.1	23.9	23.0	10.6	20.0
AFTERNOONS 12 N to 6 PM	28.9	12.3	14.9	33.4	10.5	25.0
EVENINGS 6 PM to 10:30 PM	13.0	14.4	22.9	37.4	12.1	35.0
MORNINGS 8 AM to 6 PM	14.8	20.5	22.5	27.3	14.0	18.3

NOTE: WCPO broadcasts the baseball games exclusively . . . there have been no night games . . . WCPO does not broadcast any telephone money giveaways. However, two other Cincinnati stations do broadcast such programs.

Affiliated with The Cincinnati Post

WCPO CINCINNATI'S NEWS STATION

REPRESENTED by THE BRANHAM CO.

WE SPENT A GENERATION GENERATING THIS POWER

The power of WSM is only partly in its 50,000 watt, clear channel signal. The real power is in the complete faith held in us by the five million listener market we reach. And that faith has been built by 21 years of careful programming, calculated to earn the confidence of every listener in our market. It has made WSM the only medium which, by itself, can deliver this market.

HARRY STONE, GEN. MGR. • WINSTON S. DUSTIN, COMM. MGR. • EDWARD PETRY & CO., NATL. REPRS.

WSM
NASHVILLE

(Advertisement)

THERE AREN'T ANY NATIVES

Cocoanuts aren't native to Florida. The way they came to grow here is the story of an effort by two old men, Elnathan T. Field and John Collins, Quaker gentlemen, who came down from Jersey in the '80's and concluded that if they bought up what is now known as Miami Beach they could develop a big cocoanut farm and sell the nuts to the northern market.

So, they went searching for cocoanuts and by sail brought up thousands of them from Trinidad and planted on a grand scale in furtherance of their scheme. Difficulties set in, rabbits and other rodents ate up the tender sprouts and so the mass production plan failed.

It did accomplish one thing, however; it brought the cocoanut tree to the State of Florida.

Many of our inhabitants are not native. They came from other places. Some seeking a better way of life, some seeking greater fortune.

Everyone remembers the fantastic Real Estate boom of '25. Those were the days of busses picking up school teachers and home-seekers in every hamlet of the nation and bringing them down here free. Paul Whiteman was "giving out" at the Coral Gables Country Club. He even had a theme song called "When the Moon Shines on Coral Gables". Jan Garber was employed here also. His stand was an office on Flagler Street and he, with the aid of his rotund trumpeter "Red", were busying themselves attracting people to this office where there was an auction of Real Estate every day. William Jennings Bryan was making speeches on "how wonderful it was to live in Florida". I remember when I heard him I felt his emphasis was placed on certain Real Estate lots owned by the developers that were paying Mr. Bryan to make the speeches.

The boom collapsed. Then came the catastrophic hurricane in '26, and when its vacuum center passed over the Miamis, it sucked out practically all of the economic blood left.

Ah, yes! those were the days. A lot of people went back to wherever they came from, but some stayed and battled it out. They were the tough, resilient type, possessors of "Zale" hearts. They were pioneers. The only difference between them and the old-time type was that the Florida fellows pioneered with caviar, the '49'ers with beans.

Those who did sweat it out came to know each other pretty well and to this day they hark back to the old days and stick pretty close together. The newcomers call this group "crackers"—"natives"—and I guess that pretty well defines them. 'Tis said they control the politics and business life of the whole district. That isn't exactly true. But they do wield tremendous influence and they do know their way around with each other.

A policy was set under the regime of Larry Fly, continued over to Paul Porter and now down to Mr. Denny, to give preference to hometown people in the granting of franchises for the operation of radio stations. In many respects this policy is good. I believe a fellow whose roots are deep, and whose employees' roots are likewise planted in the soil of the community knows best what that community needs and is cognizant of the type of people that make up his hometown area.

I believe that over at WKAT all of our people know our community. Most of us have been here a long time. We believe that we are better able to aid you in marketing your product. To place your announcements at the time of day that's best. Slant your message in the right direction so that you may obtain the ultimate best result.

I think that Ed Kobak could come down here and do well. He's a salesman. I believe Niles Trammell could fit into this community. He's a Georgia "cracker" and knows the type of folk that are by great odds the majority of the people that make up the Miamis.

Not true of all newcomers, however. It takes a while to learn the background of a large section of any state. I am not trying to leave with you and impress you with anything other than my belief that everybody at WKAT knows this community well. They all live in it. And our combined experience is available not only in the Public Interest, Convenience, and Necessity as far as the Miamis are concerned, but in the interest of our advertisers and their products as well.

Cocoanuts are not native to Florida, neither are many of the people who live here, but a lot of trees and a lot of fellows have been around a long, long time.

FRANK KATZENTINE
WKAT

Norfolk Proposed Grant Cites Residence, Program Factors

LOCAL RESIDENCE and programming initiative were factors cited by FCC last week in a 3-to-2 proposed decision favoring Norfolk Broadcasting Corp. over Tidewater Broadcasting Corp. for a new local standard station at Norfolk, Va. Norfolk Broadcasting requests 250 w daytime on 1220 kc and Tidewater seeks 100 w fulltime on 1230 kc.

With Comrs. Paul A. Walker and E. M. Webster not participating, the Commission split in its opinion on several points. Comr. Clifford J. Durr voted to deny both applications—that of Norfolk Broadcasting because of partial duopoly relation with WLPM Suffolk, Va., and that of Tidewater Broadcasting because of a question concerning previous violation of FCC rules on the part of two principal stockholders. Comr. Rosel H. Hyde concurred with Commissioner Durr as to the duopoly matter but voted to grant the Tidewater request. He felt a fulltime operation to be more sound.

Norfolk Stockholders

Two of the Norfolk Broadcasting stockholders, Leo Brody and Fred L. Hart, holding a combined 30% interest, together own 23.4% of WLPM while their relatives own the rest. The Commission majority ruled against applying the duopoly ban since neither stockholders is an officer and neither would take active part in operation of the proposed station. Further FCC said officers who together hold 60% interest (Nicholas C. Wright, Frank E. Butler Jr. and Olin Garret) have entered into an agreement which will assure them actual control of the station.

As to Norfolk's programming initiative, the report noted the applicant's efforts in contacting the local groups and aranging a related program balance. It found that Tidewater "was content to prepare its program schedule without such contacts and took no steps to assure the feasibility of its plans with respect to its public service programs."

Questions 'Diligence'

The Commission also raised questions concerning the "diligence" which might be expected of two Tidewater stockholders, Julian Adlett and Martha Seymour, respectively secretary-treasurer and vice president and owner of 27.8% each. FCC said it gave "serious consideration to an unexplained violation of Commission Rule 1.342 (formerly 1.302 and 43.1) involving" these persons "not only as principal officers of the offending licensee . . . at the time of the violation, but also as parties to the contract involved therein." The reference was to agreements made in 1945 for sale of a combined interest in WCNC Elizabeth City, N. C., which FCC said were not reported to the Commission and which later were uncovered in proceedings on subsequent transfer of control of that station which was approved by FCC [BROADCASTING, Aug 5, 1946].

Ownership of the applicants:

Norfolk Broadcasting Corp.—Nicholas Carter Wright, Norfolk, in automotive business with wife since 1923, president and 20% owner; D. Paul Decker, Norfolk, director Norfolk Community Centers Inc. and part-time scout for Boston Red Sox, vice president; Frank E. Butler Jr., Suffolk, Va., attorney and former vice president and part owner WLPM Suffolk, secretary and 19.6%; Olin Garrett, Norfolk, soft drink and confectionary businesses, treasurer and 20%; John G. Dawson, one-sixth owner Kinston Broadcasting Co., AM grantee at Kinston, N. C., one-quarter owner WFNC Fayetteville, N. C. and vice president and 2% owner WLBJ Bowling Green, Ky. 10% owner; his nephew Fred L. Hart, president and general manager and 22.7% owner WLPM, 10% owner; Leo Brody, WLPM treasurer, 20% owner. Victor Dawson, son of J. G. Dawson, is WFNC manager and is vice president and 6.7% owner WLPM. Mrs. J. G. Dawson holds 18.9% interest in WLPM. Abram Brody and Samuel Brody, brothers of Leo Brody, hold respective 51% interest in WLPM and 95% interest in WFIG Sumter, N. C.

Tidewater Broadcasting Corp.—Winder R. Harris, former Norfolk resident now residing at Alexandria, Va., and vice president of Shipbuilders Council of America, Washington, president and 15% owner; Martha S. Seymour, Camden, N. C., who proposes to sell her part interest in WCNC, vice president and 27.8%; Julian E. Aydlett, who would sell his 26.4% interest in WCNC, proposed manager and secretary-treasurer, 27.8%; his brother, J. H. Aydlett Jr., superintendent of Robinson Chemical Corp., Norfolk, 15% owner; Shelton G. Scott Jr., brother of Martha Seymour and partner of J. E. Aydlett in Elizabeth City farm supply business, 15% owner. Brother of J. E. Aydlett, Trim Aydlett, is vice president and one-quarter owner WSAP Portsmouth, Va.

OLDSTERS' PARTY

WHBC Entertains Longest-Wed Canton Area Couples

WHBC CANTON, Ohio, held its second annual Mother's Day breakfast party May 11, when 20 of the Canton area's oldest married couples received prizes donated by the city's merchants. Host for the party, aired from 9-9:45 a. m. over WHBC, was Martin Alexander, m. c. of station's early morning program, *Marty's Party*.

Mr. and Mrs. John Herbert, who live near Massillon, Ohio, and who had been chosen as the Canton area's oldest married couple, received a table model radio as first prize. They have been married 66 years. Selection of Mr. and Mrs. Herbert and the other 19 prize-winning couples was made from letters submitted to Mr. Alexander by the couples themselves or by friends or relatives.

Canton's daily newspaper, *The Repository*, used a five-column front page picture layout and story on the party and broadcast.

what do you know about Washington radio?

How many Washingtonians have radios and how much listening do they do in an average day?

How many have access to auto radios and how much do they listen?

How much radio listening do they do after 10:30 at night and from 5:30 to 9:00 A.M.? *Where* do they tune in the early morning and *why?*

Questions like these need answers. Coincidental surveys, mail count studies, and other research methods based on "family" or "home" listening have produced some valuable information on radio audiences. But, until now, there has been little comprehensive study of *individual* radio habits which, in the final analysis, must be the determining factor in radio listening measurement and study.

WRC recently completed its 1947 Area Sampling Study of listening habits of adult *individuals* in Washington. The findings—which get directly at pertinent questions like those above—are available in booklet form. Write us on your company letterhead, or, if you prefer, use the coupon here.

FIRST IN WASHINGTON

WRC

980 KC.

Represented by NBC SPOT SALES

Station WRC, 724 14th St., N. W., Washington 5, D. C.

Please send_____copies of your booklet

Facts About the Washington Radio Audience

NAME_____

FIRM_____

ADDRESS_____

CITY_____ ZONE_____ STATE_____

Satisfaction is the Key to Lingo Progress

"... the 7th Wonder of Florida Radio-land!..."

"... you did a wonderful and speedy job here — we appreciate your promptness in construction and workmanlike manner in handling all details ..."

—Houston Cox, Jr.
President & Manager
Station WCLE
Clearwater, Florida

LINGO
Vertical Tubular Steel
RADIATORS

Before You SELECT or ERECT
It Will Pay You to Check These
6 Lingo "Exclusives"

1. Moderate initial cost
2. Optimum performance
3. Low maintenance cost
4. 5 years insurance
5. 50 years experience
6. Single responsibility

FREE ENGINEERING ADVICE NOW

Write today for advice on such pertinent problems as proper radiator height, ground systems, etc. In writing, indicate location, power and frequency proposed.

JOHN E. LINGO & SON, INC.
EST. 1897 CAMDEN, N. J.

Over-Production of Radios, Material Shortage, Set Buying Slump Reported

OVER-PRODUCTION by manufacturers of small table model receivers and strong buying resistance on the part of the public have created both a huge inventory of hard-to-move merchandise and a shortage of critical materials, Bond Geddes, executive vice president of Radio Manufacturers Assn., declared last week.

Speaking during a press conference at the 1947 Radio Parts Show in the Stevens Hotel, Chicago, Mr. Geddes said erratic parts production has been creating havoc among set manufacturers, tying up invested capital, delaying production and increasing operating costs.

Major share of the interest of an estimated 7,500 delegates and visitors attending show centered in new FM and television equipment.

H. C. Bonfig, vice president of Zenith Radio Corp. Chicago, told members of the National Electronic Distributors Assn. that an estimated two million FM receiver sets will be produced by the end of 1947, or "from 12 to 15 times as many as were produced in 1946."

Mr. Bonfig predicted that FM manufacturing will exceed five million receivers in 1948. He said prospects of a business recession would not affect demand for FM receivers. "A trend toward tighter buying will cause people to think twice before buying a receiver without FM," Mr. Bonfig declared.

J. T. Dalton, sales manager of Bendix Radio, warned dealers not to sell FM receivers without antennas where reception is poor. He urged that dealers check their local FM stations to determine their primary area before selling to customers.

"FM waves, transmitted on high frequencies with light beam characteristics are subject to shadow effects from the earth's contour and from buildings," he pointed out.

"The outside antenna serves to get necessary height for good signal reception as well as to overcome handicap of shielded construction from buildings," Mr. Dalton said.

Joseph Gerl, president of Sonora Radio, told delegates that television need not fear competition from the motion picture industry. "Television," he said, "will injure the movies as much as broadcasting has hurt boxing, baseball or other box-office sports."

NEDA NAMES LIPPMAN AT CHICAGO MEETING

ELECTION of officers of the National Electronics Distributors Assn. preceded the opening on May 12 of the 1947 Radio Parts and Electronic Equipment Show in Chicago, with more than 3600 parts dealers and manufacturers listed in advance registrations.

Aaron Lippman of Aaron Lippman & Co., New York, was elected president of NEDA, the sponsoring body of the show. Other newly elected officers include: Louis Hatry, Hatry & Young Inc., Hartford, Conn., first vice president; Guy B. Paine, Portland (Ore.) Radio Supply Co., second vice president; Lealis Hale, Hale McNeil & Co., Monroe, Ind., secretary, and Arthur C. Stallman, Stallman of Ithaca (N. Y.), treasurer.

In addition to twelve members of the NEDA board of directors already in office, the group elected 12 new members including:

Lewis J. Bonn (Minnesota); Guy B. Paine, (Northwest); O. H. Griffith, (St. Louis) A. W. Mayer, (Boston); Helen Hawley (Tri-State); Dahl W. Mack (Keystone); W. D. Jenkins, (Middle Atlantic); Abe Seidler, (Florida) Harry Freidman (Ohio-Indiana-Kentucky); C. N. Meyer (San Francisco); George Wedemeyer, (Michigan); E. R. Durham, (Northern Texas) ; Lealis L. Hale, (Louisiana-Mississippi); A. C. Stallman, (New York); Peter N. Chanko, (metropolitan New York); William O. Schoning, (Chicago); Louis A. Richmond, (Southern California); H. H. Plunkett, (Kansas City); Dee Gifford, (Omaha-Des Moines); W. M. Grigsby Jr. (South Atlantic). No representatives were chosen for the Rocky Mountain chapter of the NEDA.

Kenneth C. Prince, manager of the 1947 Radio Parts Show, said an estimated 8500 persons would attend the sales meetings and demonstrations of new equipment. This would include over 200 manufacturers representatives of at least 30 foreign countries, he added.

KDIX on Air May 16 With 250 w on 1230 kc

KDIX Dickinson, N. D., new 250 w station, began operations May 16 on 1230 kc. Outlet is owned by the Dickinson Radio Association.

Orville F. Burda, formerly with KVCV Redding, Calif., is manager of KDIX. Other staff members include: W. M. Peterson, former Minneapolis free lance writer, production manager; Quentin V. Prochaska, former chief engineer of KGCX Sydney, Mont., chief engineer; Marguerite Graham, program director; Herbert Busch, formerly of KFRU Columbia, Mo., farm newscaster; Bob Nassett and Reuben Bibleheimer, staff announcers.

M. Smith doubles in announcing and engineering at KDIX. Mr. Burda and Eugene Spear are handling sales for the new station.

BBC FM Network

BBC is planning "some 30 FM stations to cover the whole of Britain," according to an announcement by Sir Noel Ashbridge. Disclosure was made during a two-way broadcast between London and New York aired by WGY as part of its 25th anniversary celebration. Sir Noel declared, "I believe FM will be of even greater importance in this country . . . than it is in the United States . . ."

What a birthday cake!

WHAT do you think WOWO's "Home Forum" got for its eleventh birthday?

A brand new home! With test kitchens so scrumptiously equipped that women come in by droves, just to look. And with plenty of room to handle live audiences of thousands every week.

What a program!

On the air at 1:00 P.M., Monday through Friday, Jane Weston has made the WOWO Home Forum one of the Midwest's most sales-effective women's programs. In response to a single announcement at the time the new kitchen was opened, 1,250 women sent written requests for a booklet. And home economists like Jane so much that they made her *guest of honor* at a special dinner!

What a market!

Hub of a 3-state market, Fort Wayne is the center of a half-rural, half-urban area through which WOWO casts the strongest, most popular signal. Here you'll find a receptive audience of two million people, with a purchasing power you can't afford to miss! See NBC Spot Sales for availabilities on the WOWO "Home Forum."

WOWO

FORT WAYNE

Indiana's Most Powerful Station

WESTINGHOUSE RADIO STATIONS Inc

KYW KDKA KEX WBZ WBZA WOWO

National Representatives, NBC Spot Sales — Except for KEX • For KEX, Free & Peters

HAROLD C. BURKE, WBAL Baltimore general manager, (r) accepts scroll given to the station in recognition of its Clean City Campaign, conducted in a series of broadcasts during the last three years. Scroll was awarded by Mayor Theodore R. McKeldin of Baltimore.

AAAA PACIFIC COUNCIL TO MEET AT YOSEMITE

PACIFIC COUNCIL of American Association of Advertising Agencies will hold its annual convention in Yosemite National Park, Oct. 12 to 15 inclusive. Board of governors, together with local chapter chairmen are to meet in San Francisco on June 9 to complete convention arrangements.

Newly elected officers of Pacific Council include Warren E. Kraft, vice-president and manager of Honig-Cooper Co., Seattle, chairman; Charles H. Ferguson, vice-president BBDO San Francisco, vice-chairman; Charles H. Devlin, vice-president and radio director of Joseph R. Gerber Co., Portland, secretary-treasurer. Governors are L. C. Cole, head of L. C. Cole Adv., San Francisco, and C. Burt Oliver, Hollywood manager of Foote, Cone & Belding.

RCA'S EXHIBITION HALL

Television Theatre, Latest Sets and Equipment Are Included in Novel New York Display

NEW RCA Exhibition Hall, an elaborate display of the latest developments in radio, television and electronics, opened at 36 W. 49th St., New York City, last Thursday.

An unusual and popular highlight of the exhibit was a portion of the television display which televises visitors and shows them their own image on a screen. Among NBC's contributions is a 12½-foot Plexiglass mural of the U. S., showing all NBC outlets. By pushing the corresponding button on a panel below the mural, the visitor can light up any station he chooses and by pushing another button he can hear the program being carried on NBC at that moment.

The stars and highlights of 20 years of broadcasting are depicted by NBC in a series of miniature wood carvings mounted on four revolving stages. Other features include a radio-marine display containing models of Radar, Loran and radio-telephone equipment; a large wire screen map of the world, showing in neon RCA communication lines; the latest in home receivers and personal radios, and three new industrial products—an electronic sealer, an oscilloscope and a metal detector.

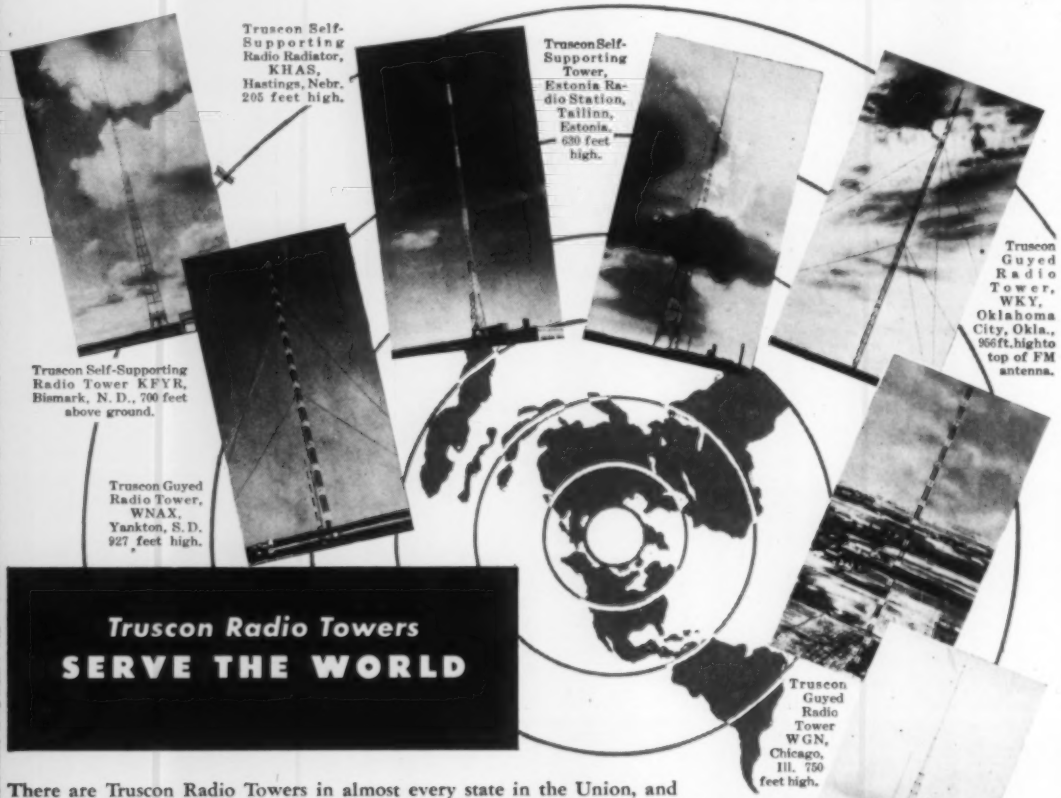
Below the main exhibit on the concourse level is located what is believed to be the country's first television theater. The theater, which seats 84, will give daily showings of current film subjects, and is also equipped to handle live radio and television shows. Exhibit, which will be open from 10 to 10 daily, is under the management of Frank Folsom, executive vice president in charge of the RCA Victor division. Other members of the staff are John L. Crosby Jr., resident manager; Paul B. Unterman, assistant manager; Milton A. Walsh, engineer, and Stephen J. DeBaun, publicity director.

Griffith Statement

HOMER GRIFFITH said in San Francisco May 9 that there is no truth in the statement that Sears & Ayer is taking over Griffith stations in the East. Mr. Griffith said there is no change in the Griffith Chicago office and that the address there remains the same. He added: "The Griffith Co. man in Chicago moved into the Sears office there due to office space shortage. Griffith Co. after a brief interlude is again representing Sears & Ayer stations in the West under the name of the latter."

KSD Building

KSD, *St. Louis Post-Dispatch* station, will begin erection within a few weeks of a new 5-kw transmitter on a recently-purchased site near East St. Louis, Ill. Installation of the transmitter and a special aerial system designed for directional radiation is scheduled for completion next October, according to George M. Burbach, KSD general manager. Aerial system will include four 445-ft. towers of the steel lattice type standing on huge insulators. Forty miles of heavy copper wire will be used in the ground system, Mr. Burbach said. When the new transmitter goes into operation, KSD plans to tear down its Post-Dispatch Bldg. towers, a St. Louis landmark since 1922.


Truscon Self-Supporting Radio Radiator, KHAS, Hastings, Nebr. 205 feet high.
Truscon Self-Supporting Tower, Estonia Radio Station, Tallinn, Estonia. 630 feet high.
Truscon Guyed Radio Tower, WKY, Oklahoma City, Okla., 956 ft. high to top of FM antenna.
Truscon Self-Supporting Radio Tower KFYR, Bismark, N. D., 700 feet above ground.
Truscon Guyed Radio Tower, WNAX, Yankton, S. D. 927 feet high.
Truscon Guyed Radio Tower WGN, Chicago, Ill. 750 feet high.
Four Truscon Self-Supporting Radio Towers, WKBN, Youngstown, Ohio. Each Tower 350 feet high.

Truscon Radio Towers
SERVE THE WORLD

There are Truscon Radio Towers in almost every state in the Union, and in many countries overseas. To meet varying conditions and requirements in these many installations, Truscon Radio Towers are available in guyed or self-supporting types, either tapered or uniform cross section, and can be built to any height for AM or FM service.

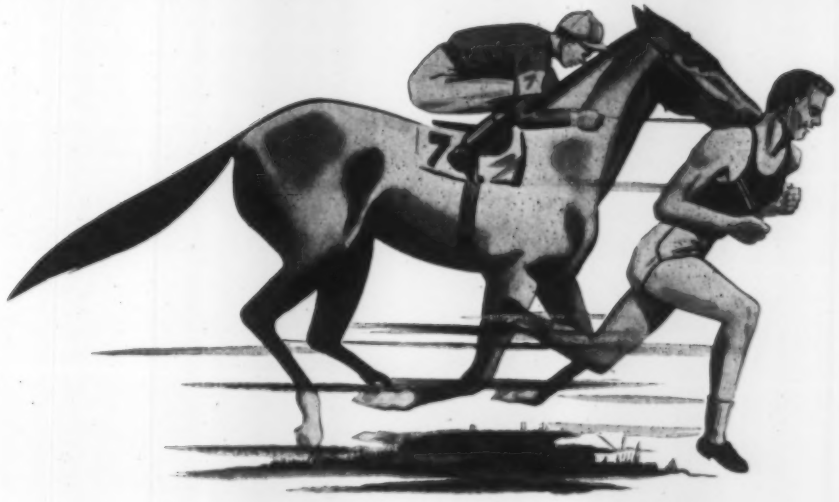
Call in Truscon Engineers during the early stages of your plans for antenna installations. Their experience assures satisfactory, trouble free operation today—tomorrow—and during the years to come. Truscon can help toward the correct antenna decision—toward orderly and efficient transition to the newest in radio.

Truscon engineering consultation is yours without obligation. Write or phone our home office at Youngstown, Ohio or any of our numerous and conveniently located district sales offices.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

Manufacturers of a Complete Line of Self-Supporting Radio Towers . . . Uniform Cross-Section Guyed Radio Towers . . . Copper Mesh Ground Screen . . . Steel Building Products.

YOU MAY HAVE MORE ENDURANCE THAN A HORSE*—



AND—YOU'LL NEED IT IN WESTERN MICHIGAN TO BEAT WKZO-WJEF!

The "radio barrier" peculiar to this district *severely* reduces reception of broadcasts originating outside the area. Scientists explain the condition as possibly the result of local metallic deposits.

So the listeners in the area simply tune to WKZO in Kalamazoo or WJEF in Grand Rapids to get their programs and news. *The result is a Hooper Report that shows these two stations as standout favorites with the folks at home!*

If you would like the complete report, just write to us or ask Avery-Knodel, Inc. You'll find this CBS combination has far more listeners than any other station or network at any time of the day. Broadcast over WKZO and WJEF and your message *completely covers* Western Michigan.

* *In 1924, in London, a race between a man, George Hall, and a race horse, Black Jack, was called off in the fifth day when Hall was 15 miles ahead and still going strong.*

WKZO
FIRST IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS)

WJEF
FIRST IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

FARM WEALTH

you reach through WWL New Orleans

This is the New South One-crop cotton days are gone. Wide diversification has brought *more* than prosperity alone.

It has brought *national leadership in 5 different fields* — all within WWL's area of high audience density.

WWL Farm Service has helped in modernizing and diversifying Deep South farming . . . conducting Louisiana Herd Improvement Contests . . . fostering crop improvement and betterment of farming generally.

Through these close associations with the men and women of this area — WWL has become for them a major source of information as well as entertainment.

They look to WWL for cooperation. They receive WWL Farm Service enthusiastically.

And their confidence in WWL helps make it *your greatest SELLING* power in the New South today.

1st in Sugar Louisiana leads all other states. 1945 crop produced in WWL area of high audience density valued at $25,550,185.

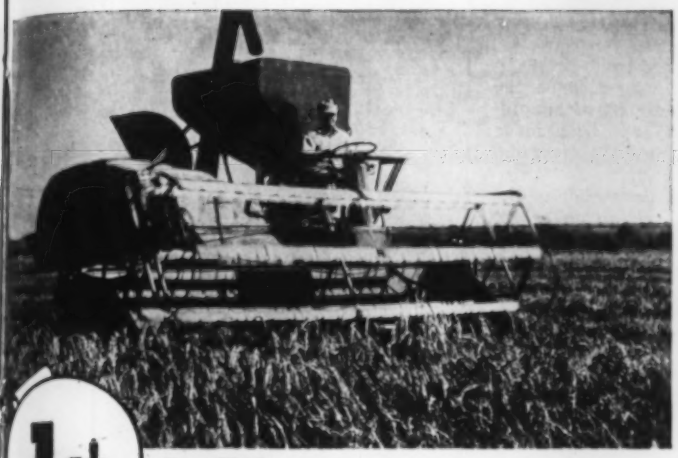
Additional important industries within WWL

Louisiana Livestock Value: $110,847,376. Above Gordon Loudon, who conducts DIXIE'S EARLY EDITION, presents pure bred Jersey bull in WWL Herd Improvement Contest.

Louisiana Is America's 3rd Largest Citrus Producing State. Pictured above are orange groves within WWL's area of high audience density.

In the Heart of Cotton Country — WWL programs reach cotton growers in all neighboring states. Louisiana alone produced $63,863,861 cotton crop.

WWL Is The Greatest Selling Power



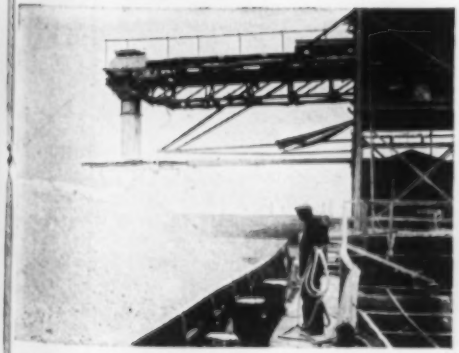
1st in Rice Nation's 1945 rice crop brought $32,207,817 to Louisiana growers within WWL's area of high audience density.

1st in Strawberries World's largest single district of cultivated strawberries is within WWL's area of high audience density.

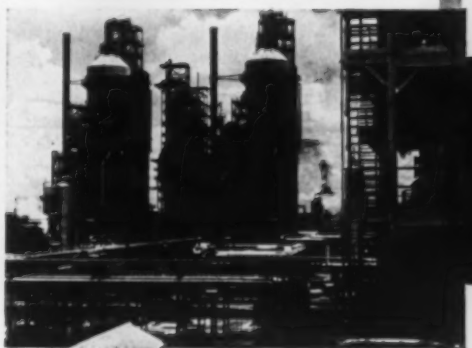
1st in Sweet Potatoes A rapidly growing industry backed by nation-wide advertising campaign. Louisiana's $13,870,936 crop led all other states in the 1945 harvest.

1st in Furs Three times as many pelts from Louisiana as from Canada and Alaska—total value, 3 times Alaska and Canada furs. More muskrat pelts than all other states combined.

area of high audience density



Louisiana is Leading Sulphur State — one of world's greatest sulphur mines is less than a hundred miles from New Orleans. Area also covers natural gas, salt, limestone, lignite.



WWL's area of high audience density includes oil fields in Mississippi as well as Louisiana. Louisiana is nation's 3rd greatest oil producing state.

Folks Turn First To

WWL

NEW ORLEANS

A DEPARTMENT OF LOYOLA UNIVERSITY

50,000 Watts—Clear Channel

CBS Affiliate

Represented Nationally

by

The Katz Agency, Inc.

In The South's Greatest City

Editorial

Symphonic Blues

RADIO is much in the public eye these days. Every college, it seems, must have its radio forum, institute or convention. No magazine with any pretense of keeping its finger on the public pulse would think of planning a month's format without an article treating on a variation of the subject: "What's Wrong With Radio." But most prolific of these critics seems to be the newspaper radio columnist.

Columns are tough to write. A new subject which is interesting to a big percentage of the paper's circulation is hard to find each day. Perhaps that is one reason that almost every writer of a radio column at one time or another turns to an appeal for letters from the readers.

In Cleveland Robert A. Stephan, veteran radio editor of the *Cleveland Plain Dealer*, a vociferous exponent of more symphonic music on the air, asked his readers to indorse his stand in letters to program directors of the four Cleveland radio stations (see story this issue). As a result C. M. Hunter, WHK program director, received many letters. Oddly enough ownership of WHK is affiliated with the *Cleveland Plain Dealer*. Writers of the letters said they listened to all available symphony music but desired more although the four Cleveland stations representing the four networks broadcast the Cleveland Orchestra, the NBC Symphony, the Boston Symphony, New York Philharmonic and many others.

It all seemed puzzling to K. K. Hackathorn, WHK vice president and general manager. He decided to investigate. Compiling a list of 218 of the letter writers he asked a reputable research firm to conduct a telephone poll. Results showed that during the broadcast of the Cleveland Symphony on a Saturday only 27% of the letter writers were listening. Over 72% were not. A second check on Sunday, when most Clevelanders are at home and can listen to the radio if they wish, was made during the broadcast of the NBC Symphony. It showed 26% listening and 73.9% not listening.

Rather conclusive proof of the lack of sincerity of this group of letter writers.

It would be hard to find a more apt example of what would happen to radio if it were turned over to any one group of zealots with a "cause" to ram down the public throat. Practical broadcasters know that their successful operation depends on providing radio fare judiciously balanced so that all of the people are given a fair share of the programs they like most.

BOTH SENATE AND House have passed labor bills and a joint conference is attempting to bring out a compromise between the harsh Hartley bill and the milder Taft bill adopted by the Senate. The latter stands the better chance of Presidential approval. It does outlaw the secondary boycott and other abusive labor practices which have been foisted upon radio with abandon. We hope the Taft bill provisions prevail. Otherwise, the danger of veto and of failure of Congress to override would be encountered.

The White Hope

IS NEW radio legislation needed?

That question has been argued since the FCC was created in 1934 under the Communications Act. Several efforts have been made in past Congresses to get remedial legislation. All proved abortive.

Sen. Wallace H. White Jr., co-author of the original Radio Act of 1927, and an important figure in the drafting of the 1934 Act, has a new bill in draft form. His efforts have met with mixed emotions. The FCC has misgivings about changes in law, and for obvious reasons. Certain of the larger entities in radio are opposed to new legislation or are straddling.

How do the rank and file stations stand on legislation? Senator White asked us that question. We, in turn, commissioned Audience Surveys Inc. to conduct a BROADCASTING TRENDS poll of station managers. The results, reported in this issue, reveal:

80% of the panel of broadcasters favor new legislation.
77% want editorializing on air authorized.
81% oppose the Blue Book type of program regulation.
54% want no limitation on newspaper ownership.
85% think the FCC should be split into divisions, broadcast and common carrier.

and so on.

There's no doubt where the broadcaster, the man who must live under the existing law, stands. He wants the law clarified. He wants the FCC told by its creator, the Congress, that it can't censor programs, regulate business aspects, and keep him in a perpetual tailspin.

There are those who say the existing law isn't bad, but that the men who administer it are at fault. In some measure, that is so. Certainly, commissioners like Walker and Wakefield who came up through state public utility commission ranks, do not have the proper concept of the mass communications services. They are prone to regard broadcasting service in the light of common carrier operations, where rate-making is the foundation. Certainly an official like Durr, who has a passion for the welfare of the left wing, uplift and screw-ball minorities, while disdaining the will of the majority, can't be pegged as one who epitomizes the law's intent.

Appointments to the Commission are made by the President. It is his task to determine whether existing independent agencies are to go to seed, flout the law, or to be infused with new blood. Not a single member of the present FCC has held elective office. It is the duty of Congress, however, to write the rules.

Senator White has undertaken that arduous assignment, despite his preoccupation as majority leader. He is the best informed legislator on radio. His colleagues look to him for leadership. Whatever his views as to the present makeup of the FCC, he feels that the existing law is antiquated and inadequate. He always has espoused a Commission split into divisions, so that common carrier will be divorced from broadcasting, and so there can't be any intermingling of regulatory concepts.

Senator White's proposed bill may not be 100% to the liking of all in radio. The FCC will fight hard to broaden, rather than diminish its power. There will be hearings. That is when radio should unite in support of those freedoms it has sought but never achieved.

The poll of broadcasters reported in this issue constitutes an appeal to Senator White and to Congress to act. We hope the White Bill will be introduced promptly, both in the Senate and the House. Then it's up to all those who make up the radio art to follow through. That means the public, the broadcaster, the advertiser and the agency.

Our Respects To—

ROY HERBERT THOMSON

THE STAID COLONIAL Office in London had some lessons in modern commercial broadcasting this year. They listened with interest to Roy Herbert Thomson, owner of CJKL Kirkland Lake, CKGB Timmins, and CFCH North Bay, Canada, and his plans for operating broadcasting stations in British Guiana, Trinidad and Jamaica.

Roy Thomson hopes to be operating stations in the British West Indies soon. He's sold on broadcasting, especially when it is allied to a newspaper. Being stopped by legislation from branching out with broadcasting stations in Canada, he's pushing farther afield.

To overcome all fears of Colonial Office officials as to ownership and operation of these West Indian stations, he has stipulated that only British subjects shall own the stations and that at least 10% of the station's time shall be available to the colonial governments for such services and announcements as they may wish to make from day to day. Mr. Thomson feels there is enough business locally in these colonies, as well as business from Canadian and American manufacturers and service companies, to maintain such stations. And Mr. Thomson has a reputation in Canada of being successful in business ventures.

Like many another broadcaster Roy Thomson entered the field to sell more receivers. Operating an automotive supply house in North Bay, Ont., he sold radio receivers throughout the northern gold mining area. But physical features and mineral deposits made reception from any distance too inconsistent to sell carloads of receivers. So he built a station at North Bay, CFCH, in 1931. He spread out in the next few depression years to open CKGB Timmins, and CJKL Kirkland Lake, then crossed the Ontario border into neighboring Quebec province and built stations at Rouyn, Val d'Or and Amos, which he sold with a substantial profit a few years ago when the language problems for a non-French speaking owner became too great. He will run only English speaking stations from now on.

His stations in northern Ontario did so well even in the midst of the depression that Mr. Thomson began to spend more and more time in Toronto, finally opened an office there, and called daily on advertisers and agencies. A born salesman, his rotund 200 pound figure and his chubby face became familiar throughout the advertising field.

While operating CKGB he went into the newspaper business, by buying the weekly

(*Continued on page 52*)

PORTLAND, OREGON ... currently is first in the Pacific Northwest ... second on the Pacific Coast ... in dollar volume of new construction permits.

KOIN welcomes the opportunity to increase its services to meet the needs of a community growing.

KOIN

A *Marshall Field* STATION

PORTLAND OREGON

CBS

AVERY-KNODEL, Inc., National Representative

MANAGEMENT

CHARLES BALTIN, program manager of WHOM New York, has been appointed assistant manager of station's programs and public relations in addition to assuming executive assignments.

JERRY FISHER, manager of KGBC Galveston, Tex., resigns that position, effective June 1, future plans not disclosed. Replacement for Mr. Fisher at KGBC has not been announced.

CARL J. BURKLAND, general manager of WTOP Washington, has been elected to board of directors of Washington Board of Trade.

JACK HARRIS, general manager of KPRC Houston, is the father of a girl, Susan, born May 12.

WILLIAM T. DAVIES, assistant manager of WGL Fort Wayne, Ind., has been awarded a silver plaque by Fort Wayne Committee of Greek War Relief Drive, "in recognition of his promotion of fellowship."

NILES TRAMMELL, president of NBC, has been named to head Greater New York Fund's radio solicitation committee in 10th annual campaign, for support of local hospitals, health and welfare service. Mr. Trammell will direct Fund's canvass of all independent and network stations in Manhattan.

DUDLEY TICHENOR, former national sales manager of KLZ Denver, has been named manager of WNAO, new station under construction at Raleigh, N. C.

NARCISSE THIVIERGE, managing director of CHRC Quebec and Quebec Broadcasters Assn. president, will leave CHRC June 1, with **HERVIN LePAGE,** secretary-treasurer, succeeding him.

WBIG Greensboro, N. C. May 6 was presented Certificate of Achievement by Chief of Naval Personnel on behalf of Navy Department "in grateful recognition of outstanding service to Navy Personnel during World War II."

Respects

(Continued from page 50)

Timmins Press, which had its offices in the same building with his studios. That was in 1934. Like many of his operations, this purchase was on a long term credit arrangement, involving little downpayment. Mr. Thomson owns the paper outright, has made it into a daily, and purchased another weekly paper in Kirkland Lake which he plans to turn into a daily. His success in the north country is visible to any one in Timmins where the Thomson Building is a modernistic structure housing the modern plants of both the *Timmins Daily Press* and CKGB.

Not satisfied with his endeavors in northern Ontario, Mr. Thomson moved into southern Ontario early in the war. His small office in Toronto has spread out to occupy half a floor in the British Empire's tallest building, the Canadian Bank of Commerce Building. From here the Thomson enterprises are operated.

In addition to Northern Broadcasting and Publishing Co., operating his northern Ontario stations and papers, there is National Broadcast Sales. This is a radio station representation company, handling representation in Toronto and Montreal of a growing number of Canadian stations. It will also handle representation of his British West Indian stations. This organization has in the past year added transcription distribution and selling of a number of American transcription firms. Northern Broadcasting and Publishing also manages a number of stations including CHEX Peterborough, and CKWS Kingston, Ont., in which Mr. Thomson has an interest.

Then there are the Thomson Dailies, a group of six small city daily newspapers in southern Ontario which Mr. Thomson has bought in the last few years when legislation stopped him from adding to his radio station holdings. And he has expansion plans for his newspaper company also in the British West Indies where he has begun operating one newspaper in Jamaica. Besides these operations, Mr. Thomson is also interested in a number of gold mines in northern Ontario where he made his first strike. While not yet successful, he still holds out hopes for a station in Europe, one reason for his frequent trips across the Atlantic.

Efficiency Typified

Unlike many another business with so many ramifications, Mr. Thomson's offices have an unhurried atmosphere, and you'll seldom find Mr. Thomson in his shirtsleeves. His modernistic oval-shaped desk is usually cleared, there is only one phone on it, and Mr. Thomson is usually available to callers in his comfortable office with its sitting room atmosphere. He likes to get at the meat of any problem in a hurry, wastes little time in small talk, and has his facts and figures at his fingertips. He knows most of his employes personally, and despite his varied interests, takes an active interest in their welfare.

Born in Toronto on June 5, 1894, he was educated in Toronto, started his business career at 14 years of age, and early showed sales ability. During the First World War he was in the Canadian Army, but because of his bad eyesight (he wears heaviest glasses in the Canadian broadcasting industry) was retained in Canada, and discharged with rank of lieutenant. Immediately after the war he went farming in Saskatchewan with his young wife, the former Edna Irvine of Drayton, Ont. Farming and Mr. Thomson lasted less than a year, and in 1920 he was back in Ontario to start an automotive supply business with his brother.

Mr. Thomson is a director of the Canadian Press; vice president of Press News, radio subsidiary of Canadian Press was elected April 26 to the CP executive committee; has been a Canadian delegate for a number of years to the British Empire Press Union. He has two daughters, Irma and Audrey; and a son, Kenneth, recently out of the RCAF and currently studying at Cambridge, England. Mr. Thomson lives outside Toronto, at Weston, in a big rambling house.

In Toronto he belongs to the National and Albany Clubs. His hobbies (few, outside of accumulating radio stations and newspapers) are reading detective stories and travelling. Anyone who has travelled with Mr. Thomson knows he always has the latest thriller book in his pocket ready for a few minutes of quiet reading. He goes overseas at least once a year, by plane or ship, preferably the latter.

ADMIRING awards garnered by NBC in Fifth Annual Awards Competition sponsored by Chicago Federated Advertising Club [BROADCASTING, May 12] are members of the network's Central Division (l to r): Harold Smith, advertising and sales promotion department assistant manager; E. C. Carlson, department manager; Arthur Jacobson, production manager; model Bettie Thomas, who presented the awards; William Ray, news and special events manager.

VP's Organize

COMEDIAN Henny Youngman has founded group known as "Vice Presidents' Anti-Defamation Society." Membership cards in VPDS are being sent to vice presidents of all radio networks, advertising agencies, film studios and publishing houses, Mr. Youngman says. By-laws provide that ". . . any vice president become president automatically forfeits all privileges and must return his membership card within five days or the matter will be put in the hands of Allen, Hope, Skelton and Morgan."

Denver wanted more RAY PERKINS! And got it. Now, two full hours of fun, music and popular phonograph records every day from 2 to 4 P. M. featuring a nationally known network personality beamed to the KFEL audience.
RAY PERKINS
KFEL
DENVER
This is Mutual
5000 WATTS
Managed by GENE O'FALLON since 1923 • Represented by BLAIR since 1937
The Longthened Shadow of Men Who KNOW HOW From EXPERIENCE

LATEST INFORMATION ON

North Carolina—The South's Number 1 State and WPTF—North Carolina's Number 1 Salesman

GROSS FARM INCOME

WPTF's Primary Has More Farm Income Than Any Southern State Except North Carolina Itself

	Gross Farm Income
North Carolina	$712,604,000
WPTF Primary	640,895,000
Kentucky	490,285,000
Florida	423,728,000
Georgia	419,583,000
Virginia	383,722,000
Tennessee	367,721,000
Mississippi	333,528,000
South Carolina	259,925,000

WPTF PRIMARY

WPTF's Primary Has 2,876,000 People And Retail Sales Over One Billion Dollars

	WPTF Primary
Population	2,876,500
Retail Sales	$1,066,444,000
Food Sales	$218,858,000
General Merchandise	$151,202,000
Drug Sales	$37,451,000
Effective Buying Income (Gross)	$1,832,276,000
Effective Buying Income (Net)	$1,696,502,000
Gross Farm Dollars	$640,895,000

SM

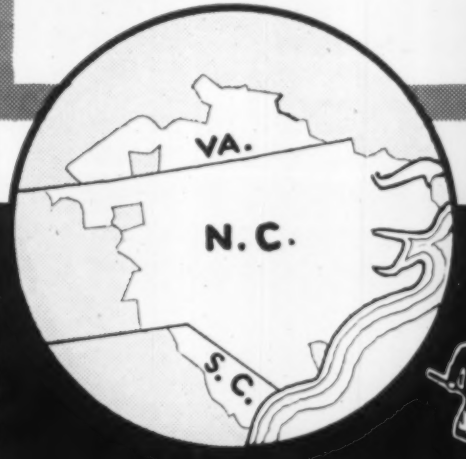
MARKET DATA

All market data is based on Sales Management's 1947 Survey. Complete Sales Management's estimates of WPTF's day-time and night-time coverage are available free from WPTF or Free & Peters.

BMB

COVERAGE

WPTF's primary is that 78-county area where 50% or more of the people in each county listen regularly to WPTF, according to BMB's 1946 day-time audience study. Station Audience Reprint containing complete BMB audience information by counties and measured cities available free from WPTF or Free & Peters.



WPTF 680 KC 50,000 WATTS NBC AFFILIATE

Raleigh, North Carolina

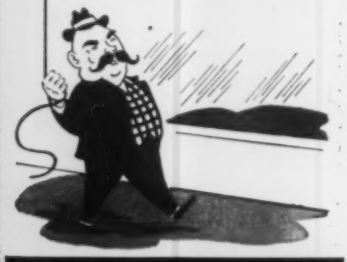
FREE & PETERS, INC., NATIONAL REPRESENTATIVES

PRIMARY COVERAGE of 13 Counties —South Carolina's leading market

648,661 PEOPLE
. . . 92,588 RADIO HOMES

RETAIL SALES $124,979,000

Represented by AVERY-KNODEL, Inc.



WFBC
GREENVILLE
SOUTH CAROLINA
NBC 5000 WATTS DAY or NIGHT

AGENCIES

ROBERT E. WALSH, who recently joined Brisacher, Van Norden & Staff, New York, has been appointed media director of agency. He formerly was with McCann-Erickson, Kudner Agency and Kenyon & Eckhardt, all of New York.

EDWARD WHITLEY, radio timebuyer with Compton Adv., New York, has resigned to join McCann-Erickson, New York in same capacity, effective May 26. He succeeds **JACK THOMPSON,** resigned (see Commercial).

J. WALTER THOMPSON CO. has moved San Francisco quarters to new offices at 320 California St. Company had maintained offices at 100 Bush St.

H. R. VAN GUNTEN, with Foote, Cone & Belding, Chicago, and its predecessor, Lord & Thomas, since 1933, has been elected vice president of that agency. Before 1933, Mr. Van Gunten was vice president of John H. Dunham agency, since inactivated.

Mr. Van Gunten

ST. GEORGES & KEYES, New York, has opened branch office in Stamford, Conn., to service agency accounts in southern New England. **CARR SPEIRS,** of Stamford, who heads his own sales and dealer promotional business, is manager of agency's new office in the Gurley Bldg.

JAMES R. BRUMBY, former southern manager of This Week Magazine, has joined Tucker Wayne & Co., Atlanta, Ga., as an account executive.

ARTHUR GRIMES, of international department of J. Walter Thompson Co., New York, has left for London where he will attend series of client meetings.

SARA JANE TROY, formerly with engineering department of WOR New York, and with Cecil & Presbrey, New York, since last February, has been appointed assistant to radio director of that agency.

JAMES C. WARREN has been appointed assistant production manager of Hoefer, Dieterich & Brown, San Francisco.

RICHARD BOEBEL, Army veteran and formerly with Connecticut General Life Insurance Co. of Hartford, has joined Breese, Enloe & Elliott-Smith, New York.

FRED S. McCARTHY, former radio director and sales consultant for Abbott Kimball Co., Chicago, has joined Burnet-Kuhn Adv., Chicago, as vice president and director of sales and merchandising planning.

EVELYN BYRD, has been shifted from Compton Adv., New York office to Hollywood as publicity coordinator.

JAY Y. TIPTON, vice-president of Gillham Adv., Salt Lake City, has been named instructor in advertising for current spring quarter at U. of Utah.

GEORGE McNUTT, vice president of Botsford, Constantine & Gardner Inc., San Francisco, has resigned to open own advertising agency at 1815 Telegraph Ave., Oakland.

BENJAMIN B. BLISS, former head of his own agency, Bliss Adv., New York, has joined Walter W. Wiley Adv., New York, as account executive.

ABBOTT KIMBALL Co., New York., has opened Montreal office at 1448 Peel St., which is affiliated with Walsh Adv. of Montreal. **MORGAN REICHNER,** vice president of agency, is liaison officer between Montreal and American offices.

LENNEN & MITCHELL, New York, has resigned Maxson Food Systems Inc. account. Agency will continue to service account pending appointment of new advertising representive by advertiser. Maxson has been using spot announcements locally in New York.

CHARLES BLUM, head of Charles Blum Adv., Philadelphia, May 14 was the honor guest of Philadelphia's Poor Richard Club at dinner in celebration of 14th anniversary of Blum Adv.

GOTHAM Adv., New York, has received copies of "This is Australia" yearbook, published in Sydney by Oswald L. Ziegler in cooperation with Gotham's associate in that country, Gotham Australia Pty. Ltd. Book is available for examination at agency's New York office.

ERIC CHOYCE, formerly of Cockfield Brown & Co., Montreal, and former manager of CJCH Halifax, has joined Young & Rubicam, Toronto, as account executive.

CLAIRE CARI-CARI, director of station relations for Gardner Adv., St. Louis, has been elected president of newly formed St. Louis chapter of National Assn. for Education by Radio.

JOHNSON ADV. SERVICE, San Francisco, has moved to larger quarters at 333 Kearny St.

BARNEY DANIELS, former copywriter at BBDO, New York, has joined Paris & Peart, New York, in same capacity.

FRANK MONACO, former production manager of Kaufman Co., New York, and prior to that with J. Walter Thompson Co., New York, has joined O'Brien & Dorrance, New York, as production manager.

WILLIAM E. STAUBER Jr., former copy chief of WPTF Raleigh, N. C., has joined Piedmont Adv., Salisbury, N. C. He will specialize in radio program development.

GEORGE RICH III, former account executive with Decora Inc., Chicago, has joined Olian Adv. Co., Chicago, in similar capacity.

Cohen Resigns

HARRY B. COHEN, vice president at J. D. Tarcher and formerly associated with Dancer-Fitzgerald-Sample, New York, as chairman of the Plans Board, has resigned to form his own agency to be known as Harry B. Cohen Adv. Co., Inc., New York. The new agency will be located at 1 E. 57th St., New York. The Beaumont Co., St. Louis, and part of the Grove Labs., St. Louis, account advertising campaigns will be under the auspices of the new agency.

MARIAM ORR, former secretary to **THOMAS COMPERE,** NBC Central Division attorney, has joined Foote, Cone & Belding, Chicago.

LILLIAN KRAMER has resigned as radio time buyer of West-Marquis Inc., Los Angeles. No replacement has been announced.

JUNE PAULEY, production assistant of J. Walter Thompson Co., Hollywood, has resigned to marry **EARL EBI,** agency producer of NBC "Edgar Bergen-Charlie McCarthy Show," with wedding date not revealed.

MRS. WILLIAM J. BIDNER, media director of Ted H. Factor Agency, Los Angeles, resigned May 15 for domestic life.

J. J. HARDIGAN, vice president in charge of media for Campbell-Ewald Co., Detroit, is on West Coast on client business.

BASS-LUCKOFF of Hollywood, has moved to larger offices at 439 S. La Cienga Blvd., Los Angeles.

LYSBETH TEE BLANKENSHIP, formerly with Compton Adv., New York, has joined copy department of William Esty & Co., New York.

LOUISE TOLLIVER, former copywriter at Kastor, Farrell, Chesley & Clifford, New York, has joined copy department of Comptom Adv., New York.

You're in good company on KMPC ★

Albers Milling Company
Bank of America
Bulova Watch Company
Colgate-Palmolive-Peet
Cresta Blanca Wines
Garrett Wine
Langendorf Bread
Milani Foods
Oldsmobile
Pacific Telephone & Telegraph
Ralston-Purina
Rexall Drug Co.
Rit Dye
Saturday Evening Post
Simoniz Company

KMPC ★

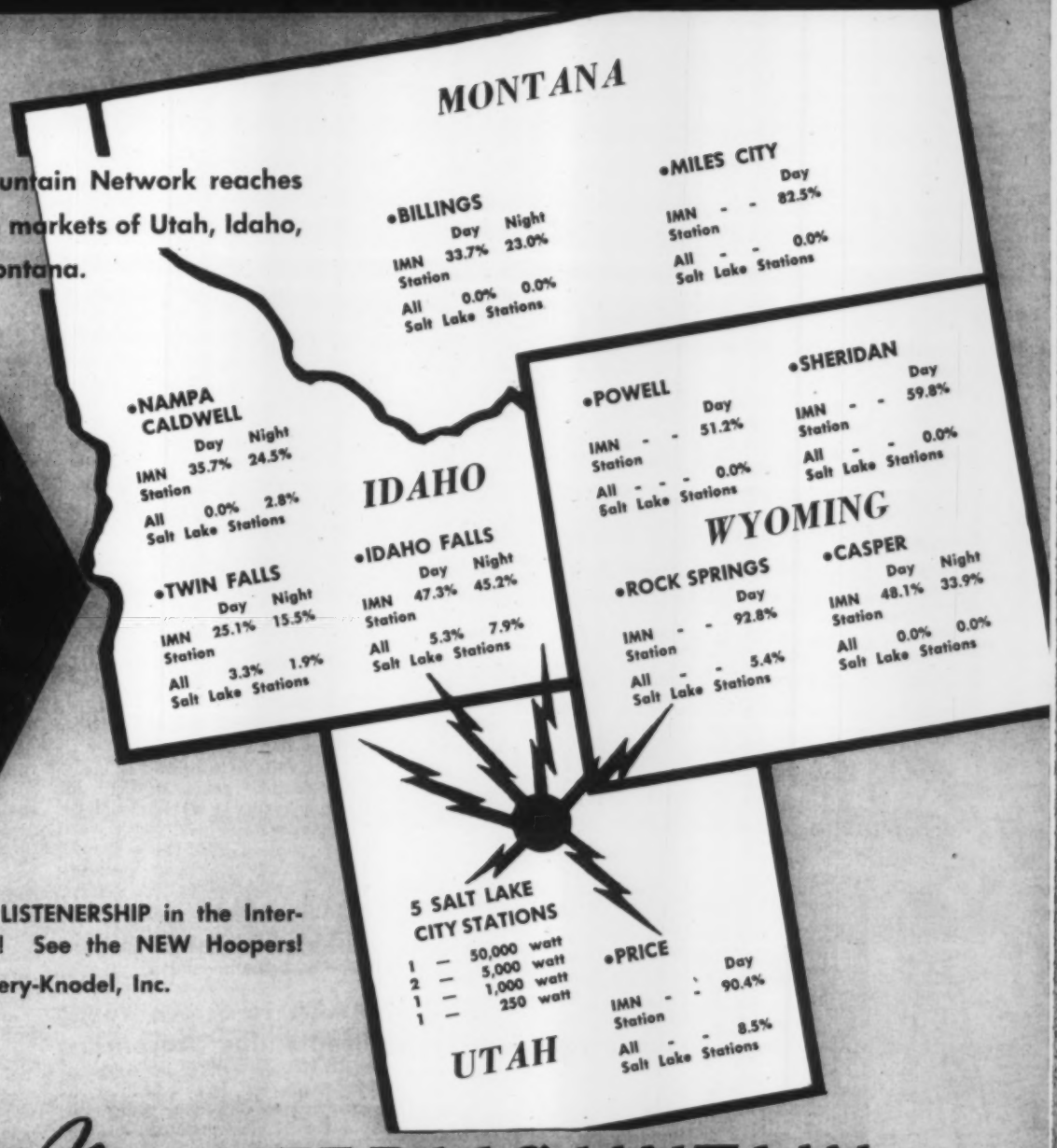
710 KILOCYCLES • LOS ANGELES
G. A. RICHARDS, PRESIDENT • R. O. REYNOLDS, VICE PRES. & GEN. MGR.
REPRESENTED BY PAUL H. RAYMER COMPANY

★ *Practically Compulsory*

NO SALT LAKE STATION SERVES THE INTERMOUNTAIN MARKET

Only the Intermountain Network reaches the intermountain markets of Utah, Idaho, Wyoming and Montana.

Look at these facts from the new 14 market Hooper! The largest Hooper ever taken in the Rocky Mountain West.



Don't guess about LISTENERSHIP in the Intermountain West!!!! See the NEW Hoopers! Call Avery-Knodel, Inc.

THE *New* INTERMOUNTAIN NETWORK

Concentrated Coverage where the people live

AVERY-KNODEL — National Representatives

New York — Chicago — Los Angeles — San Francisco — Atlanta

Commercial

NORMAN S. McGEE, assistant vice president of sales at WQXR New York, has been appointed director of sales of that station. Appointment comes on 10th anniversary of Mr. McGee's affiliation with WQXR. **HUGH KENDALL BOICE** will continue in advisory capacity as station's vice president in charge of sales.

JOHN A. NELSON, formerly in charge of radio for Robert Walker Co., Los Angeles, has joined Duncan A. Scott & Co., that city, as salesman. Mr. Nelson previously was with McCann-Erickson, San Francisco, for 15 years.

WILLIAM H. WELDON, account executive in New York office of John Blair & Co., has been appointed vice president and assistant manager. He will continue active sales contact.

MAIN MORRIS, member of sales staff of KLZ Denver since 1941, has been named national sales manager of that station. Mr. Morris succeeds **DUDLEY TICHENOR,** resigned (see Management).

Mr. Morris

HARKER SPENSLEY, local time salesman at KLZ Denver, has been named publicity director for Ad Club of Denver.

JOAN ORR, former manager of CKLN Nelson, B. C. has joined sales staff of CHUM Toronto.

DON MILLER, former news writer for ABC Hollywood, has joined KCOL Fort Collins, Colo., as commercial manager, succeeding **MARVIN GRISWOLD,** resigned.

JACK THOMPSON, formerly with radio media department of McCann-Erickson, New York, has joined Chicago office of Free & Peters, as account executive.

TERRY MANN, account executive of Don Lee Broadcasting System, Hollywood, has been appointed chairman of Los Angeles Chamber of Commerce committee to analyze public service that radio is giving to community. Mr. Mann's assignment is part of an overall program of the Chamber of Commerce to study Los Angeles area as a place in which to live. Research will be done directly with Southern California Broadcaster's Assn. and individual stations.

Mr. Mann

ANTHONY DAKINS, veteran of U. S. Marine Corps, and **VERNON KILGOUR,** Navy veteran, have joined sales staff of WNEB Worcester, Mass.

JOHN W. JOHNS has been named sales manager of **WAJR** Morgantown, W. Va.

JOE PORTER, former head of WJZ New York retail sales department, has joined WPAT Paterson, N. J., as local sales director and **SONNY FIELDS** has been named national sales director of that station.

UNIVERSAL RADIO SALES has been appointed as national representative for WIBK Knoxville, Tenn.

GARDEN VIDEO RIGHTS ARE RENEWED BY CBS

CBS last week announced a renewal of its television contract with Madison Square Garden for another year, giving to WCBS-TV New York exclusive video coverage rights for all events held at the Garden except boxing bouts until September 1948. In line with the network's new policy of concentrating its television programming on actuality broadcasts, augmented by some film programs but with studio shows eliminated at least for the immediate future [BROADCASTING, May 12], the new Garden contract asures the WCBS-TV audience of a 1947-48 winter schedule of hockey, college and profesional basketball, track meets, horse, hobby and dog shows, Golden Gloves and Silver Skates contests, circus and rodeo and other feature events. CBS presented a similar schedule during the past year, largely under sponsorship of Ford Motor Co., which is currently cosponsoring with General Foods Corp., the CBS telecasts of Brooklyn Dodgers home games.

For its warm weather television schedule, in addition to the baseball games, CBS has obtained exclusive video rights to the Belmont horse race May 31 at Belmont Park and for the national professional tennis championships to be played June 16-22 at Forest Hills Stadium. The tennis matches will be sponsored by U. S. Rubber Co. A schedule of boxing matches from Ridgewood Grove (indoor) and Ebbetts Field (outdoor) was to begin May 17 with the Bernsten-Larman bout at the Grove.

Next fall WCBS-FM will again cover football games of Columbia U. at Baker Field and of the Dodgers pro football team at Ebbetts Field. Station also has scheduled the 20 home games of the New York Knickerbockers, pro basketball team, for next winter from the 69th Regiment Armory and the Garden, in addition to the collegiate basketball contests.

AAAA To Screen Young People for Advertising

AMERICAN ASSN. of Advertising Agencies has scheduled an examination to screen young people for the advertising business, with the first part of the test to be held June 7 and the second part June 14.

The examination is aimed especially at senior and graduate college students and to young people with experience in some field of advertising, James H. S. Ellis, president of Kudner Agency, New York, and chairman of the AAAA committee in charge, announced.

Candidates, to be limited to 1500, will be tested in Boston, Philadelphia, New York, Pittsburgh, Cleveland, Minneapolis-St. Paul, Seattle, Portland, Ore., and Los Angeles. A fee of $15 will be charged each candidate to cover part of the cost of the examination.

BLOCK COVENANT

M. C. Tells His Sponsors Type Of Ads Acceptable

MARTIN BLOCK, disc m. c. who shifts from New York to Hollywood for KFWB airing starting June 2, has enunciated three-point statement of sponsorship conditions.

They are: (1) No deodorant, cathartic, perspiration or foot ailment accounts on premise that program is a table guest; (2) commercials are not to exceed 75 seconds in each 15 minute segment nor be introduced until eight minutes elapse in any given quarter-hour period; (3) Mr. Block reserves the right to compose commercials with the sponsor able to reject but not change it.

'CHURCH OF AIR' BOARD TO MEET IN NEW YORK

ANNUAL LUNCHEON of the national board of consultants of CBS' *Church of the Air* will be held May 27 at CBS headquarters in New York where plans for the 1947-48 season of religious broadcasts will be formulated.

Elinor Inman, CBS director of religious broadcasts, will report on the current year's broadcasting activities.

Dr. Stanley I. Stuber, director of public relations and chairman of the National Radio Committee, Northern Baptist Convention, will succeed Dr. Stanley B. Hazzard as Baptist representative. Dr. Hazzard, executive secretary of Affiliated Baptist City Societies of Greater New York, is retiring from the board.

Representing CBS at the meeting will be Edward R. Murrow, vice president and director of public affairs; Davidson Taylor, vice president and director of programs; Lyman Bryson, counsellor on public affairs; Robert Hudson, director of education; William Fineshriber, assistant director of broadcasts; Leon Levine, assistant director of education; George Crandall, director of press information, and Miss Inman.

Middleton Leaves Wilder, Joins French & Preston

BEVERLY M. MIDDLETON, associated with the Harry C. Wilder stations as assistant to Col. Harry C. Wilder, president of WSYR Syracuse, WTRY Troy and WELI New Haven, has resigned to join French & Preston Inc., New York, as radio director effective today (May 19). During the war Mr. Middleton served with the Armed Forces Radio Service and prior to that was associated with CBS in several capacities. He was sales manager of WCBS, as well as account executive of the Spot Broadcasting Division.

FLORIDA'S
NO. 1 MARKET
-the Year 'Round
Sales Management Estimates
Miami Metropolitan County Area
★ POPULATION - - - - - - - 351,500
JANUARY 1, 1947
★ RETAIL SALES - - - $340,177,000
★ EFFECTIVE BUYING INCOME $470,364,000
Check WIOD by any index . . . BMB--
HOOPER RESULTS--It's Miami's No. 1
Station the year 'round -- the Station
Most People Listen to Most
WIOD
FIRST IN MIAMI
National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS
JAMES M. LeGATE, General Manager
5,000 WATTS • 610 KC • NBC

Look at the Rate Card

Basic CBS

5000 Watts — 1360 Kc.

Hartford 4, Connecticut

WDRC

CONNECTICUT'S PIONEER BROADCASTER

Rate Card No. 23

Effective January 1, 1946

General Broadcasting Advertising Time Rates (Without Talent):

EVENING RATE (Evening rates apply on Sunday between 1:00 P. M. and 11:00 P. M.)
6:00 P. M. to 11:00 P. M.

	1 T.	26 T.	52 T.	100 T.	300 T.
One Hour	$210.00	$199.50	$189.00	$178.50	$168.00
Half Hour	126.00	119.70	113.40	107.10	100.80
Quarter Hour	84.00	79.80	75.60	71.40	67.20
Five Minutes	42.00	39.90	37.80	35.70	33.60

DAYTIME RATE:
7:00 A. M. to 6:00 P. M. (Sunday 8:00 A. M. to 1:00 P. M.)

One Hour	$105.00	$ 99.75	$ 94.50	$ 89.25	$ 84.00
Half Hour	63.00	59.85	56.70	53.55	50.40
Quarter Hour	42.00	39.90	37.80	35.70	33.60
Five Minutes	21.00	19.95	18.90	17.85	16.80

11:00 P. M. to 7:00 A. M.

One Hour	$ 70.00	$ 66.50	$ 63.00	$ 59.50	$ 56.00
Half Hour	42.00	39.90	37.80	35.70	33.60
Quarter Hour	28.00	26.60	25.20	23.80	22.40
Five Minutes	14.00	13.30	12.60	11.90	11.20

Announcements:

EVENING RATE (Evening rates apply on Sunday between 1:00 P. M. and 11:00 P. M.)
6:00 P. M. to 11:00 P. M.

One Minute ET or 125 words	$ 35.00	$ 33.25	$ 31.50	$ 29.75	$ 28.00
20 Sec. ET or 35 words	25.00	23.75	22.50	21.25	20.00

DAYTIME RATE:
7:00 A. M. to 6:00 P. M. (Sunday 8:00 A. M. to 1:00 P. M.)

One Minute ET or 125 words	$ 17.50	$ 16.63	$ 15.75	$ 14.88	$ 14.00
20 Sec. ET or 35 words	12.50	11.88	11.25	10.63	10.00

11:00 P. M. to 7:00 A. M.
One Minute ET or 125

Then see what you get!

IN NUMBERS: There are 494,700 people in Hartford County; 1,026,800 in WDRC's Primary Area.

IN INCOME: A 7-year study, 1939-1946, shows Hartford with almost double the nation's per capita Effective Buying Income.

IN RETAIL SALES: Hartford County rang up $500,722,000 . . . . WDRC's Primary Area $949,927,000 in 1946.

IN RADIO HOMES: 97% of the families in WDRC's Primary Area have one or more radios.

IN VALUE: On WDRC, you *completely* and *economically* cover one of the country's best areas for advertising. WDRC has one low uniform rate for all advertisers: national, regional and local

CONNECT IN CONNECTICUT BY USING WDRC . . . .

CONNECTICUT'S PIONEER BROADCASTER • WDRC SINCE 1922 • WDRC-FM SINCE 1939 Represented by Raymer

WCOA

PENSACOLA FLORIDA'S NBC OUTLET GOING TO

5000

WATTS DAY AND NIGHT

SOON!

This new signal will completely cover the entire area of northwest Florida, southern Alabama and southwest Georgia. WCOA's new power increase will take effect at the beginning of Pensacola's summer season and reach thousands of visitors occupying cottages along the Gulf coast. Pensacola's permanent Naval Air Training Base is also big business for WCOA. Purchases from Pensacola merchants by Navy service men and civilian workers at the base amounted to $17,321,078.39 for the six months' period October 1946 through March 1947 —$35,000,000 a year! The naval base, Newport Industries, the paper mills and other local industries—plus summer visitors—make Pensacola an all year market!

"Pen$acola I$ The $pot"

Representatives:

John H. Perry Associates

New York—Chicago—Atlanta

Philadelphia—Detroit

'QUEEN' TRANSFERS

KTFS Texarkana Novel Contest Promotes Mutual Program

BUS TRANSFERS are being used as ballots in novel "Queen for a Day" contest jointly sponsored by KTFS, MBS outlet at Texarkana, Tex., and the Texarkana Bus Co. Idea behind the contest is to gain new listeners for Mutual's program, *Queen for a Day*, heard week days at 1 p. m. (CST), and good will for the bus company and Texarkana merchants.

Selection of a "queen for a day," who will receive an all-expense trip by plane to Hollywood for a four-day stay at one of the leading hotels and an appearance on *Queen for a Day*, will be made among women listeners to KTFS between the ages of 18 and 80. Contestant with the greatest number of votes by July 1 will be declared the queen.

In casting their ballots KTFS listeners write the names and addresses of their choice for queen on the back of bus transfers and deposit the ballot in the ballot box at KTFS studios or in a similar box in the store of one of the Texarkana merchants who will provide traveling bags, jewelry, lingerie, perfumes and other items for the queen's trip to Hollywood.

Advertisement announcing the contest appeared in a Texarkana paper May 4 and stated that "starting tomorrow, Monday, May 5, every time you ride a Texarkana city bus you will be entitled to receive a transfer. Ask the driver for one. Then decide who you would like to have as your Queen for a Day."

Admiral Announces

NEW low-price policy and two technical developments have been announced by Admiral Corp., Chicago. Admiral's "miracle tone arm" utilizes special type of rubber to transform impulses of pickup into electronic impulses, reportedly eliminating need for crystals or tubes.

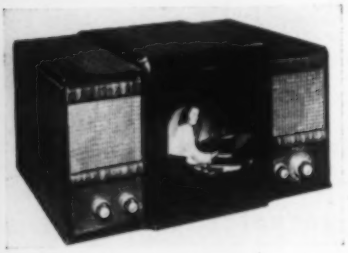


TABLE MODEL television receiver Model 307-TA is first to be made by Crosley Division, The Aviation Corp. Set is equipped with 27 tubes plus three rectifiers and can receive all 13 video channels. Size of picture reproduction is 6¾ inches by 8½ inches. Price: $375 plus $55 installation and $2.60 excise tax.

WTOP-Catholic U. Plan Summer Radio Workshop

WTOP Washington is conducting a Radio Writers Workshop June 30-Aug. 9 with the cooperation of Catholic U. Hazel Kenyon Markel, WTOP director of community service and education, is to be director. Registration is limited to 15 students, based on the submission of a satisfactory radio script. Courses offered are: Fundamentals, theory, writing and production. C. U. gives full credit for the course.

Faculty members and guest lecturers include: Lymon Bryson, CBS counsellor on public affairs; Dick Linkroum, WTOP program manager; Eric Sevareid, director of CBS Washington news bureau; Walter Kerr, C. U. faculty member and playwright; Leo Brady, also C. U. faculty member and playwright.

Sylvania's Net for 1947 First Quarter $805,342

SYLVANIA ELECTRIC Products Inc., for the quarter ended March 31, 1947, shows consolidated net income of $805,342 compared with a loss of $422,264 in the corresponding period of 1946, it was revealed at the annual meeting of stockholders last week.

Earnings for the first quarter, after deducting dividends on the $4 cumulative preferred stock, were equal to 70 cents a share on the 1,006,550 shares of common stock outstanding.

Don G. Mitchell, president, told the stockholders that sales of radio receiving tubes in the March quarter were 260% ahead of the first quarter of 1941, the last pre-war comparable period, and that radio receiving sets were up 330% in that period.

200-Million Issue

AMERICAN TELEPHONE & TELEGRAPH Co., to raise funds for additions, extensions and improvements to its plants and those of its subsidiary and associated companies, is planning a possible issue of $200,000,000 worth of 40-year debentures due June 1, 1947, it was announced last week. The new issue, which will be offered for sale through competitive bidding, will be covered by a registration statement now being prepared by the company for filing with Securities and Exchange Commission.

COLUMBIA RECORDS Inc., New York, has completed new Mexican factory, Discos Columbia de Mexico, Mexico City, and it is expected to be in full operation and pressing records in fall. New plant will be directed by **MANUEL S. KESTLER**, who represents Columbia in Mexico.

• **NBC** has begun two-week series of broadcasts to air current labor-legislation controversy. Shows to feature William Green, Philip Murray, Sen. Robert Taft, Sen. Joseph H. Ball and Rep. Fred A. Hartley.

ALLIED ARTS

EDWARD M. TUFT, former personnel manager of RCA Tube Plant, Harrison, N. J., has been appointed director of personnel of RCA Victor Division, Camden, N. J., succeeding **F. D. WILSON** who has been named operations vice president for the division.

NATHAN H. DAVID has withdrawn from radio law firm of David, Courtney, Kreiger and Jorgensen, Washington, to open own office. Former firm is now known as Courtney, Krieger and Jorgensen.

SOUND APPARATUS Co., New York (manufacturers of Graphic Level Recorders), has opened production plant in Stirling, N. J. Firm's research laboratories are in Millington, N. J.

CHARLES FRANCIS ADAMS Jr. has been elected executive vice president and chairman of executive committee of Raytheon Mfg. Co., Walton, Mass.

SEGAL, SMITH & HENNESSEY, Washington (radio law firm), has moved offices from 1026 Woodward Bldg. to 816 Conn. Ave. Telephone: Republic 2701.

CHARLES H. GODSCHALL, former manager of metal division of Philco Corp., Philadelphia, has been appointed works manager of new Philco refrigerator-freezer production facilities in Philadelphia.

HAROLD P. DRAKE, former advertising manager of Rome Mfg. Div. of Revere Copper & Brass Inc., Rome, N. Y., has formed own agency specializing in advertising, merchandising and public relations, located at 721 State St., Utica, N. Y.

DAN WHEELAN, fromerly in charge of commercial copy for N. W. Ayer & Son, Hollywood, has been made director of radio for Hollywood Publicity Associates.

ROY E. DELAY, former manager of Federal Electric Mfg. Co., Montreal, Canadian affiliate of International Telephone & Telegraph Corp., has been elected a vice president and director of the Canadian company.

RICHARD C. COLTON, former assistant traffic manager of Western Electric Co., New York, has been appointed general traffic manager of RCA Victor, Camden, N. J.

GRENVILLE R. HOLDEN, former assistant to president of Sylvania Electric Products Inc., New York, has been elected vice president of firm.

CBS Shortwave Programs To Greece Are Launched

CBS BEGAN daily shortwave broadcasts to Greece in the Greek language last week. Broadcasts were beamed overseas for the Office of International Information and Cultural Affairs of the State Dept., 3:30-3:45 p.m. each day, and rebroadcast in Greece over the Internal Government Radio Service.

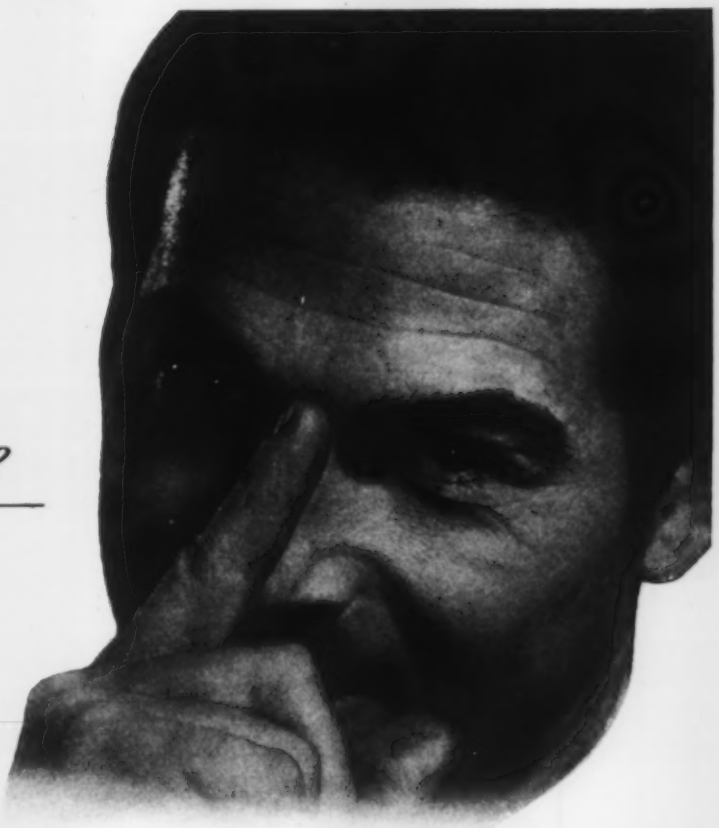
The programs, prepared under CBS supervision in the network's shortwave news headquarters in New York, are announced by Paul Mylonas, Greek announcer.

The initial program presented Secretary of State George C. Marshall, Chairman Arthur H. Vanderberg of the Senate Foreign Relations Committee and William Benton, assistant secretary of state for public affairs, with running translations in Greek provided by Mr. Mylonas.

WNHC New Haven, Conn., received a national radio award from City College of New York, May 12, for the "most effective all-over station promotion, class 5,000-10,000 w radio stations." Award was presented at a luncheon meeting at the New Haven Ad Club, Hotel Garde.

PROFESSIONAL PERFORMANCE—that keeps the original sound alive!

always on the nose



—with split-second timing at 33.3 rpm

The way to a listener's pocketbook is through his ears. Give him the last full note of every record . . . a natural unhurried ending to every story on the program — and you'll keep him in a receptive mood for your spot commercials.

But cut his entertainment short; or mar its quality with speedups or slowdowns to compensate for faulty drive timing — and you'll never get his pocketbook open.

Professional recording and playback require precision timing. In maintaining broadcasting schedules, where seconds count, you're offered the positive Fairchild direct-from-the-center turntable drive, shown above. Rim or belt driven tables cannot duplicate Fairchild's split-second timing. The 33.3 rpm speed is obtained through a gear-and-worm reduction of its 1,800 rpm synchronous motor speed. The 78 rpm speed is obtained through a precision friction-ball-race stepup.

Fairchild's precision timing is available on Transcription Turntables, Studio Recorders and Portable Recorders designed in close collaboration with AM and FM broadcast and recording engineers to meet and exceed very exacting professional requirements for lateral recording on acetate or wax masters at 33.3 and 78 rpm. For complete information — *including prompt delivery* — address: 88-06 Van Wyck Boulevard, Jamaica 1, New York.

Transcription Turntables
Studio Recorders
Magnetic Cutterheads
Portable Recorders
Lateral Dynamic Pickups
Unitized Amplifier Systems

Fairchild **CAMERA AND INSTRUMENT CORPORATION**

AM SOUND EQUIPMENT FM

TV PROGRAM QUALITY POOR, INVENTOR FINDS

THE ONLY TELEVISION programs presented thus far which have been "worth their salt" dealt with news or sports events, John Hays Hammond Jr., noted inventor and a director and consulting engineer of Radio Corporation of America, comments in an article in the current issue of *The American Magazine*.

Writing on "Things I've Been Thinking About This Restless New World," Mr. Hammond sees television as a medium which has potentialities of revolutionizing the entire field of communications, but says that thus far it has not had an opportunity "to live up to its great promise." "The entire approach," he says, "has been that of aping an existing medium."

The use of television, Mr. Hammond believes, calls for new thinking. He adds: "I visualize in the very near future, for example, shopping by television. The housewife will be able to sit in the living room of her home, and passing in front of her will be the complete line being offered that day by her favorite store."

After further comments Mr. Hammond concludes that "this could be the beginning of the end of bargain-basement savagery and make for a happier, more gentle world."

ATTENDING annual spring meeting of RMA transmitter section at Syracuse, N. Y., last month were (l to r): S. P. Taylor, Western Electric Co., chairman of transmitter section; Virgil Graham, Sylvania Products Inc., associate director, RMA engineer department; J. J. Farrell, General Electric Co., chief of transmitter section.

Pennsylvania Educational Network Plan Unwise and Costly, Broadcaster Claims

EDITOR, BROADCASTING

Twenty or more states are now setting up state-wide educational radio networks. Pennsylvania also has a bill introduced in the legislature to establish a coordinated state-wide system of radio education broadcasting. This bill would appropriate over three quarters of a million dollars to effectuate the purposes of this act.

Some of the items which are provided in this bill will fill a great need. They are: establishment of training programs to promote education by radio; organization of "schools of the air"; maintenance of a transcription and script library and exchange service; and providing information pertinent to the development and utilization of education by radio.

However, in addition to this, the bill also provides for the Pennsylvania Dept. of Public Instruction to construct and operate a network of non-commercial radio stations as may be necessary for adequate state-wide coverage. Pennsylvania is a large state, and if I know anything about the cost of station construction and operation, there will be little, if any, of the appropriation left for radio education.

Past Experience

For some years, and in various localities, I have exerted much effort in attempting to interest public schools in educational radio programs. I have met with some success, but it was not entirely gratifying. My failures were usually due to a lack of interest on the part of school officials. Sometimes they were due to a lack of funds to carry through the programs as planned. In no case was it ever due to a lack of broadcasting facilities. It has been my experience that commercial broadcasters are always willing to provide more radio time than is ever utilized by the schools.

The public school teachers in Pennsylvania as well as in most other states are grossly underpaid, and this condition is jeopardizing our entire public school system. Yet, despite the fact that funds cannot be provided for decent salaries for our teachers, this radio education bill would squander $775,000 for facilities which can be obtained, in most cases merely for the asking, from existing commercial stations and the many new stations which are cropping up all over the state. Furthermore, most of these stations would be only too glad to offer the cooperation of trained and experienced personnel in producing programs for the schools.

In view of these facts, I think it would be much wiser for the state to establish a bureau or division of the Dept. of Public Instruction with the necessary funds and personnel to promote radio education. Then, if it is learned that existing stations cannot meet the demands of the school authorities for broadcasting time and facilities, no complaint can be voiced if the state goes through with plans to construct and operate a state-wide network of radio stations.

Julian F. Skinnell
Operations Manager
WLBR Lebanon, Pa.

April 6, 1947

Something to BARK ABOUT

The only show of its kind in eastern and central New York and western New England, George Michael's CANINE COMMENTS . . . heard each Sunday at 12:15 p.m. over pioneer station WGY . . . is really something "to bark about."

It reaches hundreds of thousands of dog lovers in WGY-land and each week pulls in a stack of mail from interested listeners!

Expert on his subject, dog fancier Michael knows all the answers on pet training, handling and showing, and to this he adds the human interest touch that appeals to everyone.

For complete details on this low cost show contact your nearest NBC Spot Sales office today!

Represented Nationally by NBC Spot Sales

WGY 50,000 watts • NBC Affiliate
Schenectady, N. Y.
GENERAL ELECTRIC

Matter of Names

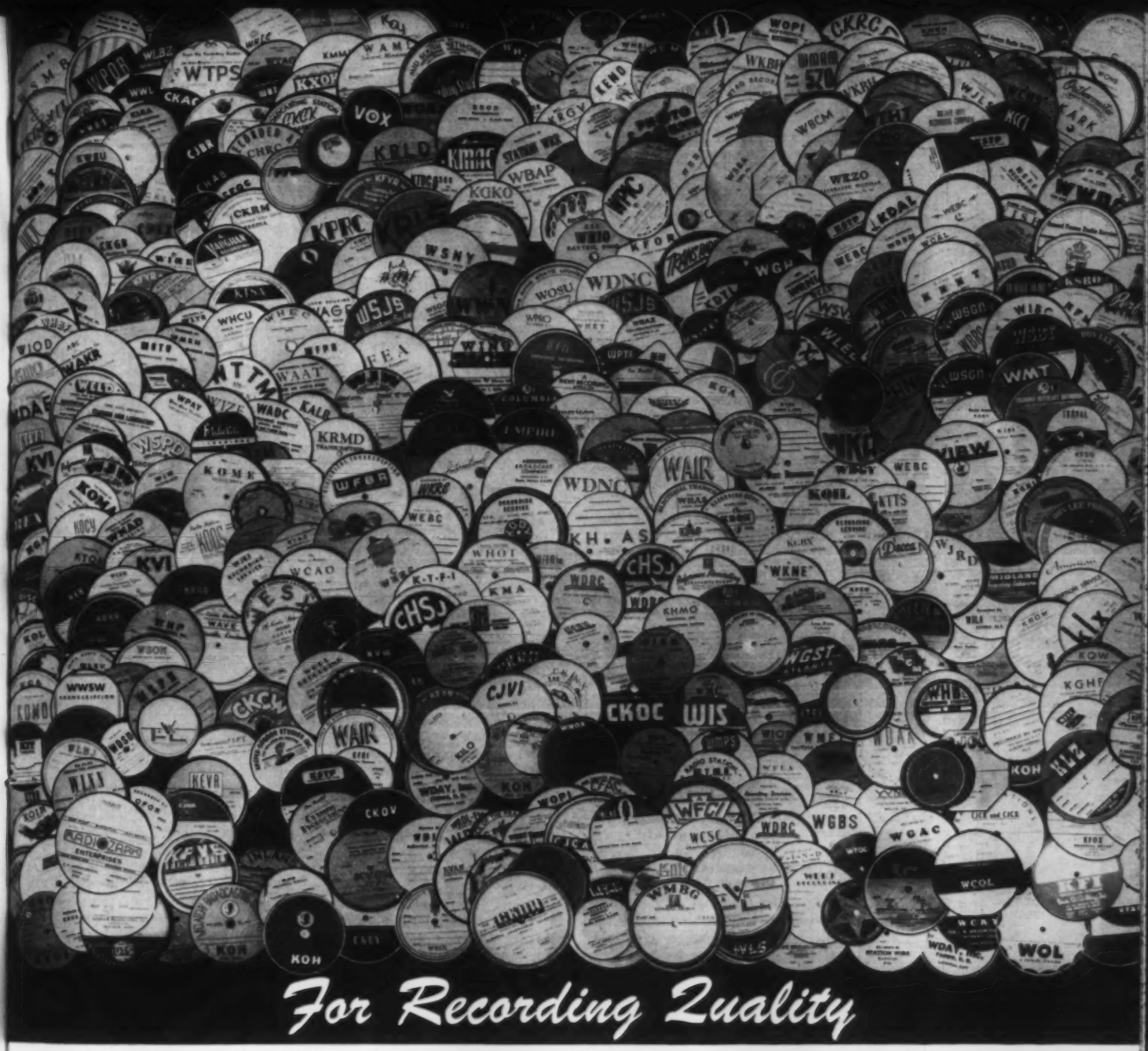
THOMAS G. MORRISSEY, chief engineer for KFEL Denver, will be glad when that city's mayoralty campaign ends May 20. He's been getting numerous phone calls intended for one of Denver's candidates for mayor, Thomas J. Morrissey, former U. S. District Attorney. Engineer Morrissey reports also that he can't get accustomed to the close scrutiny given him by Denver residents who think he may be their next mayor.

KRLN Construction

STUDIO-TRANSMITTER building now under construction for KRLN, new station at Canon City, Col., is expected to be ready for occupancy in June, according to Raymond M. Becker, KRLN's co-owner and manager. Station, which will operate with 250 w daytime on 1400 kc, is licensed to Royal Gorge Broadcasters, Canon City. Firm is a partnership, including Mr. Becker, who has had 20 years' experience in radio station management, and Melvin B. Williams, radio engineer and operator for the past 16 years. Technical equipment has been assembled and is on the scene ready for installation, Mr. Becker states.

WMBL Building

WMBL Morehead City, N. C., new 1 kw station on 740 kc, is erecting a building between Morehead City and Beaufort, N. C. to house its transmitter, studios and offices. Western Electric equipment will be used. Antenna is a 275-ft. Blaw-Knox self-supporting tower. Owned and operated by the Carteret Broadcasting Co., WMBL is expected to be on the air by June 15. Grover C. Munden is president of the station, Paul Parker, formerly with WHIT New Bern, N. C., managing director.



EVERYWHERE . . . it's audiodiscs*

Everywhere, when quality is important, *AUDIODISCS are preferred over all other recording blanks combined.*

This universal acceptance by recording engineers in radio, motion pictures, commercial recording studios, and in the production of phonograph records, is the natural result of the consistent high quality of these fine recording discs.

For AUDIODISCS are manufactured by a patented precision-machine process which assures uniform results, and AUDIODISC recording lacquer is produced in our own plant from a formula developed by our research engineers. The manufacturing process is thus fully controlled from raw materials to the finished disc.

Praise of AUDIODISCS comes from everywhere, not only from all fields of recording, but from every type of climate. In arctic cold or the heat and humidity of the tropics, AUDIODISCS are consistently dependable.

There is an AUDIODISC designed for every recording need. See your local distributor or write:

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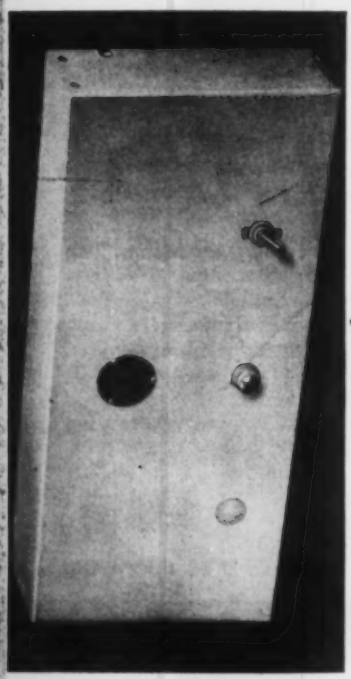


KMA MAN ABROAD
Farm Editor Touring Famine Areas in Europe

FIRST-HAND reports on European agricultural conditions, as affected by UNRRA relief supplies, are being relayed daily to the American farmer and particularly listeners of KMA Shenandoah, Iowa, by Merrill J. Langfitt, station Farm Service Director.

Mr. Langfitt, accompanied by KMA reporters and engineers, sailed for Europe in February, at the invitation of UNRRA officials, to gather information on distribution of such relief supplies as livestock, grain and seed furnished by farmers of the corn belt area. Mr. Langfitt flew to Rome March 6 to cover the World Food Conference for his American radio audience, and nine days later was heard in a broadcast from Rome over the ABC network, as part of its regular Saturday feature, *The American Farmer*.

KMA staff carried complete wire recording and camera equipment on this assignment, and broadcasts of exclusive interviews and descriptions have been continuously air-expressed back to KMA for presentation to the Corn Belt listener two or three times daily.

Transcribed 'Tolerance' Spots Are Offered Free

ONE-MINUTE musical jingles titled "Little Songs on Big Subjects" which WNEW New York commissioned Hy Zaret and Lou Singer to write, have been transcribed for radio broadcast as public service spot announcements and are available to stations throughout the U. S. without charge, through the Institute for Democratic Education. First performance of jingles was on WNEW's *Make-Believe Ballroom* program May 14.

The spots, which were previewed at the 17th Annual Institute for Education by Radio at Ohio State U., deal with racial tolerance, education on democartic principles, and personal tolerance.

This is an advance series of WNEW's first series of anti-intolerance spots which, under the heading *Keep Faith With America*, were broadcast the latter part of 1946 and are currently on the schedule of 406 stations in the U. S. The Institute for Democratic Education, a non-profit organization under the directorship of Howard Le Sourd, dean of Boston U., which participated with WNEW in the first series of spots, will again distribute them to stations throughout the U. S. without cost. The jingles were written by Hy Zaret with music by Lou Singer, orchestrations by Roy Ross, vocals by The Jesters and production by Ted Cott.

KWKW Pasadena has broken ground for its FM transmitter site atop Mt. Wilson overlooking that city. Station's call letters will be KWFM, according to Bill Beaton, station manager.

WSIC AND FM ADJUNCT START SIMULTANEOUSLY

WSIC (1400 kc, 250 w) and WSIC-FM (96.5 mc) were launched simultaneously at Statesville, N. C., on May 3. The stations, housed in a modern building in the Forest Hills section of Statesville, are owned by Statesville Broadcasting Co., whose officers include Dr. James W. Davis, president; A. F. Sams, first vice president; L. A. Parks, second vice president, and Lynn Casler, secretary-treasurer. Company was organized by 65 Statesville business and professional leaders.

WSIC is operating from 6 a. m. to midnight and has signed as an MBS affiliate. It is using AP wire service.

WSIC-FM, which uses REL equipment, is duplicating WSIC's programs. Its antenna is mounted atop the 300-ft. tower of WSIC.

Harry Gatton, former editor of *Statesville Daily Record* and a Navy veteran of World War II, is managing the stations. Other staff members include: James Poston, program director; Mrs. Kathryne Charles, sales manager; Morrison Combs, news editor; Albert Watson, chief announcer; Mrs. Lynn Nesbit, announcer; Miss Nickie Wootten, continuity; Emory Webster, former U. of Tennessee football player, sports director; T. K. Abernathy, formerly with WRNL Richmond, chief engineer; Fred Ostwalt Jr., engineer; Eddy Galbreath, assistant.

YNPS Sold

LA VOZ De Nicarague, formerly the government station of Nicaragua, has been sold to Senor Juan Velazquez Prieto, who will continue as station manager, a post he has held for the past two years. Station, currently operating as YNPS will shortly change call letters to YNV and continue as NBC affiliate, it was announced by Pan American Broadcasting Co., New York, which represents the station. It operates with 800 w shortwave but will up its power to 1000 w shortwave and 3000 w medium wave in the near future.

News

ALLAN ZACHARY, former publicity director of WNYC New York, has been named director of news and publicity of that station and **RAY OVINGTON,** former staff announcer at CBS, has been appointed news editor and newscaster at WNYC.

JACK FLEMING has been named sports director of WAJR Morgantown, W. Va.

PHIL NEWSOME, radio news manager of United Press, is on four-week trip to England and France to study radio news methods.

DALE MORGAN, former director of special events for MBS and WOL Washington, has joined KCBC Des Moines, as news and special events head. Mr. Morgan previously was with KSO and KRNT, both in Des Moines, and WHOM New York.

Mr. Morgan

ED FRISBIE, formerly with San Francisco Chronicle, San Francisco Examiner and NBC New York, has joined news staff of KGO San Francisco. He is replacing **NICK ALLEN,** resigned.

BERNADETTE WYNNE, formerly with UNRRA as European food administrator, has joined newsroom at CKCW Moncton, N. B.

TAIT CUMMINS, former sports editor of Cedar Rapids Gazette, has joined WMT Cedar Rapids, Iowa, as sports director.

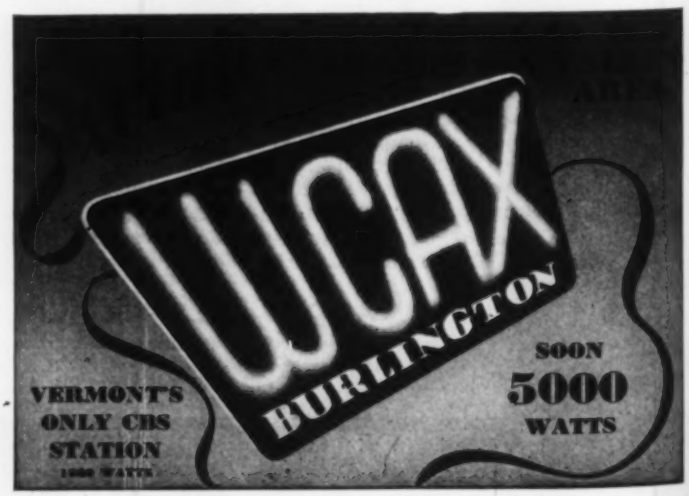
TED WALTERS, formerly with McGraw-Hill Publishing Co., Chicago, has joined news staff of KVOO Tulsa, Okla.

RUSSELL LENIER, free lance copy writer, has been appointed news editor of Don Lee Broadcasting System, Hollywood.

Raytheon Moving Plant Facilities From Chicago

RAYTHEON Mfg. Co., has announced transfer of all broadcast equipment activities from Chicago to Waltham, Mass.

William Love, former assistant sales manager of Industrial Electronics Division, was appointed broadcast equipment products manager at Waltham, which will be headquarters for sales, service, production and engineering of broadcast equipment. Ben Farmer and Warren Cozzens will operate sales office at Raytheon's Chicago plant, 7475 N. Rogers Ave.



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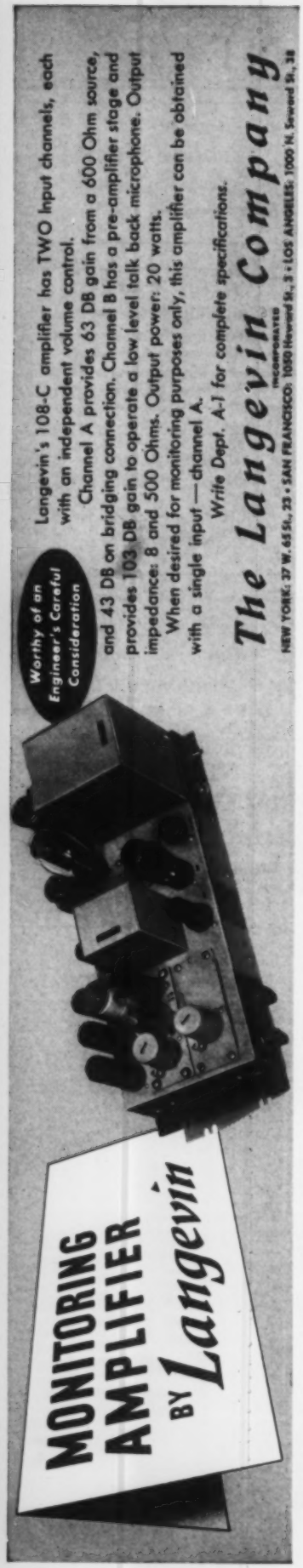
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ACTIONS OF THE FCC

MAY 9 TO MAY 15

CP-construction permit	ant.-antenna	cond.-condition(s)
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
ST-studio-transmitter	aur-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis-visual	unl.-unlimited hours

May 9 Decisions . . .

BY THE COMMISSION

Ordered that further hearing before Commission on allocation of frequencies to various classes of nongovermental services in radio spectrum from 10 kc to 30,000,000 kc be held Sept. 8, 10 a.m., with respect to general mobile service. Written notices of appearance must be filed with FCC on or before Aug. 15.

Scheduled hearing June 2, 10 a.m., before Commission in matter of promulgation of rules and regulations and standards of good engineering practice concerning daytime skywave transmissions of standard stations.

Ordered that Sec. 1.112 of FCC rules and regulations be amended to add new subparagraphs concerning ruling procedure on petitions requesting dismissal of pending petitions filed by same party or petitions containing requests which have become moot.

Southern Bcstg. Co. and Fort Sumter Bcstg. Co., Charleston, S. C.—Ordered that record in Docket 7528 and 7531 be reopened and further hearing be held in Washington on May 13 to take testimony upon engineering issues and to ascertain interference to each of these applicants from operation of WMFJ Daytona Beach and interference to WMFJ from proposed operation of each of applicants; WMFJ to be made party to proceeding.

BY COMMISSION EN BANC

Transfer of Control

WDAS Philadelphia—Granted consent to transfer control to William Goldman Theatres Inc., representing all of 500 shares of issued and outstanding common voting stock for $485,000.

WPAB Ponce, P. R.—Granted consent to involuntary transfer of control from Miguel Soltero Palermo to Inocencia Bigay Vda. Soltero, administratrix of estate of Miguel Soltero Palermo. No monetary consideration.

Modification of CP

WFRB Utica, N. Y.—Granted mod. CP increase power from 250 w to 1 kw, change type trans. and approval of trans. location and ant.

Assignment of CP

WJXM Florence, S. C.—Granted consent to assignment of CP from Eugene E. Stone to Atlantic Bcstg. Co., for $27,600.

Action Reconsidered

WHOO Orlando, Fla.—Reconsidered action taken April 30 in designating for hearing application for mod. CP and granted said application to change DA-DN to DA-N.

Petition Denied

Union Carolina Bcstg. Co., Union, S. C.—Adopted memorandum opinion and order denying petition for reconsideration directed against Commission's action on Oct. 15, 1946, granting application of WAIM Anderson, S. C., for CP to install new vertical ant. and mount FM ant. on top of AM tower of WAIM, and to give comparative consideration to petitioner's application for new station at Union, S. C.

Petition Granted

WTMV East St. Louis, Ill.—Granted petition to reconsider and grant without hearing application for assignment of license to Evansville on the Air Inc. for consideration of $320,000. (Comrs. Durr and Hyde voting no.)

Petition Denied

WOKO Albany, N. Y.—Adopted memorandum opinion and order denying petition for mod. of Commission opinion and order of April 9, 1947 (denying WOKO petition to amend its application for renewal, and ordering termination of all operations by WOKO as of Aug. 31), to allow continued operation of WOKO asking permission, after such mod., for leave to file an amended application.

BY THE SECRETARY

KFSA Fort Smith, Ark.—Granted license for new station 950 kc 1 kw D, cond.; and to specify studio location.

WFLZ Florence, S. C.—Granted mod. CP for approval of ant., to change type trans. and approval of trans. and studio locations.

WTIK Durham, N. C.—Granted license for increase in power to 1 kw and change type trans.

KXLK Great Falls, Mont.—Granted license for new station 1400 kc 250 w unl.

KOJM Havre, Mont.—Granted mod. CP change type trans.

WCBT Roanoke Rapids, N. C.—Granted CP make changes in vertical ant. and mount FM ant. on top of AM tower.

KFAK Flagstaff, Ariz.—Granted mod. CP for approval of ant. and trans. location.

KFAM St. Cloud, Minn.—Granted CP make changes in ant. and mount FM ant. on top of AM tower.

KRLO Colorado Springs, Col.—Granted license for new remote pickup station.

KIEM Eureka, Calif.—Granted license to cover installation of new trans.

WNOC Norwich, Conn.—Granted CP install new trans.

WSAV Savannah, Ga.—Granted mod. CP to make changes in DA and mount FM ant. on top of AM tower, and change trans. location.

WNEL San Juan, P. R.—Granted mod. CP to extend completion date to 5-22-47.

KIUL Garden City, Kan.—Granted license to cover installation of new trans.

WOAY Oak Hill, W. Va.—Granted license for new station 860 kc 250 w D.

WROV Roanoke Va.—Granted license for new station 1490 kc 250 w unl.; cond.

KEBE Jacksonville, Tex.—Granted license for new station 1400 kc 250 w unl.; cond.

WDEF Chattanooga, Tenn. — Granted mod. CP for extension of completion date to 6-1-47.

KSGM Ste. Genevieve, Mo.—Granted mod. CP for approval of ant. and trans. location.

WJOB Hammond, Ind.—Granted CP install new vertical ant. and mount FM ant. on top of AM tower.

Renewal of licenses were granted following remote pickup stations, subject to changes in frequency which may result from proceedings in Docket 6651:

WRBQ WAUH WAUB WQER WRPC KRHP KEMA KAOH KEIS KEIT KCGJ KCGI KEIX KEIW WAEA WMJA WMJB WMJC WMJD WMJH WAHM WEOH WEKO WEKP WDAJ WAIQ WELB WELC KBRG KEHI WEOE KAZA KAXB KEHL.

Licenses for following remote pickup stations were extended upon temporary basis for period ending July 1 pending determination upon applications for renewals: WENM WEHN KABD KAOG KAOY WFME WEJC WEJD WEJE WEJS WEJT WNCU WNTJ WNBR WNBU WDAC KEGR WTHB WAIX.

Licenses for following remote pickup stations were further extended upon temporary basis only pending determination upon applications for renewals, for period ending July 1: KAAD KEGT WBCZ.

WOKO Inc., Albany, N. Y.—Present license for remote pickup station WMWA was further extended upon temporary basis only, pending determination upon application for renewal, for period ending Aug. 31.

KLPR Oklahoma City—Granted mod. CP for approval of ant. to change type trans., approval of trans. location, and to specify studio location.

KUSN San Diego, Calif.—Granted mod. CP for extension of completion date to 9-3-47.

WGFG Kalamazoo, Mich.—Granted mod. CP for extension of completion date to 6-15-47.

KWHN Fort Smith, Ark.—Granted mod. CP to change type trans., make changes in ground system, to specify studio location and extension of completion date to 10-29-47.

WRBC Jackson, Miss.—Granted mod. CP to change type trans.

WDUZ Green Bay, Wis.—Granted mod. CP for approval of ant., to change type

(Continued on page 68)

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PRODUCTION

PAT COLEMAN has joined continuity staff of WDGY Minneapolis, and **BILL CURTIS**, formerly with WXYZ Detroit, has joined WDGY announcing staff.

PIERRE ANDRE, former announcer with WGN Chicago, and recently with West Coast stations, has returned to WGN announcing staff.

GEORGE J. KAPEL, formerly with KMJ Fresno, Calif., has joined WAJR Morgantown, W. Va., as program director.

PAUL LINCOLN SMITH, former announcer with KZRF Manila, P. I., has joined announcing staff of KLX Oakland, Calif.

BOB SHIELDS, formerly with WMBH Joplin, Mo., has joined announcing staff of WDRC Hartford, Conn.

ERNEST SANTELL, member of NBC Central Division duplicating department, is the father of a girl, Carolyn Kay.

DEAN BOOTH, writer on NBC "Duffy's Tavern" is in Burbank (Calif.) hospital for treatment of a perforated ulcer.

RONALD ROSS, formerly with KFUO St. Louis and KMTR Hollywood, has joined WOWO Fort Wayne, Ind., as announcer.

WILLIAM E. SPARGROVE, formerly with NBC in New York, has joined ABC Hollywood as staff vacation relief announcer.

HAZEL KENYON MARKEL, director of education for WTOP Washington, has been named to national executive committee of Reserve Officers of Naval Services. She is the only woman on the committee.

MILTON GRANT, formerly with WARM Scranton, Pa., has joined announcing staff of WTOP Washington, as summer replacement.

KATHERINE KERRY, commentator of KQW San Francisco, has received "Oscar" fashion award from Manufacturers and Wholesalers Assn. of San Francisco, "in recognition of outstanding support given the California appeal market in 1946."

BILL McCORD, veteran of AAF and former announcer at WLW Cincinnati before war, has rejoined WLW announcing staff.

Doubly Trouble

IT HAPPENED to Announcer Dick Mabry as he read a Veto announcement on WIBG Philadelphia, and then tried to follow up with station call letters. Listeners heard: "It's doubly safe,—it's doubly effective—It's doubly IBG in Philadelphia."

GERRY STOVIN, former continuity writer with CFOR Orellia, Ont., has joined CKCW Moncton, N. B.

JOAN WARE, librarian of CBS Hollywood, has shifted to program writing department as junior writer.

ANNE JAMISON and **REINHOLD SCHMIDT**, vocalists, have been signed for NBC "An Evening With Romberg" starting June 10 as summer replacement for "Red Skelton Show."

DEAN WALKER, announcer at WOWO Fort Wayne, Ind., has transferred to station's continuity department, replacing **ED REICH**, who will devote time to educational programming.

TOR TORLAND, announcer at KOA Denver, has received the British War Medal, his fourth decoration from the British government for his two year's duty with American Field Service during North African campaign.

JIM COOPER, former program manager of HOX and HOG in Panama, has joined announcing staff of WTPF Raleigh, N. C.

IN LIKE-FATHER-LIKE-SON tradition 11-year-old Derek Knell (r) is auditioned over WBT Charlotte microphone by his dad, Jack Knell, WBT's news and special events director. Knell family has stage background. News Director Knell first appeared on stage with his father at age of 11, came to radio 10 years ago via Little Women dramatization. Now his son is appearing with him on stage of Charlotte's Little Theatre.

Herrman Honored

BERNARD HERRMAN, CBS symphonic conductor, who has been selected for the 1947 design award offered by Lord & Taylor, New York, and the Peabody citation received by *Invitation to Music* program he conducts, has received the Henry Hadley citation from the National Assn. for American Composers and Conductors for his "unusual programs over CBS, which adroitly avoid the cliche and offer to the radio listener an unusual and distinguished sampling of contemporary American compositions." The citation was accepted by James Fasset, director of serious music division for CBS, for Mr. Herrmann who is in Hollywood.

Radio Music Book

ANOTHER book in the Rinehart radio series, *Broadcasting Music*, by Ernest LaPrade, NBC director of music research, has been published by Rinehart & Co., New York ($2.50). The book shows the "entire process of broadcasting music, from the planning of programs to their production in the studio," including organization, equipment and techniques. Illustrations of scores, arrangements, microphone placement, orchestra and singer placement, etc., augment and clarify the text.

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CHECK for $3,133.87 is presented by John Esau, (l) vice president and general manager of KTUL Tulsa, to Mayor R. A. Bosch (r) of Woodward, Okla., after the KTUL-Woodward relief show in Tulsa. CBS quizmaster Bob Hawk (center) was guest star. Entire proceeds of the show went for relief of victims of last month's devastating Woodward tornado.

Intra-Video Corp. to Show Apartment Video System

INTRA-VIDEO Corp. of America, New York, will demonstrate its master antenna television system to apartment house owners and television engineers before the end of May, Sol Sagall, company's president, announced last week.

Calling this system "the complete practical solution to a problem which has been vexing television manufacturers, television engineers and realty owners in recent months," the announcement said that the demonstration will be arranged in an apartment house under typical reception conditions, with outlets in the company's headquarters in mid-town New York. Receivers made by a number of manufacturers will be used in the demonstration, all hooked into the master antenna.

Three Join WMBG

THREE new announcers have joined the staff of WMBG Richmond, Va. They are: Ben Taylor, formerly of WMBM Miami Beach; Stanley Waranch, formerly of WGBR Goldsboro, N. C.; Robert A. Turner, formerly with the AFRS.

"But WFDF Flint said to ask for the large economy size."

Leaders Back 'Broadcasting's' Stand On Too Many Conventions, Letters Show

INDUSTRY support for BROADCASTING's editorial stand on too many conventions (May 5 issue) is indicated in letters received to date from broadcasters.

"I have been proposing for years," writes Walter J. Damm, vice president in charge of radio for the Milwaukee Journal Co., operators of WTMJ and WTMJ-FM, "that the broadcasting industry consider modeling its convention and meeting schedules after the newspapers. For years the ANPA has been the nucleus of a spring New York meeting of newspaper interests. In connection with this meeting, there is usually held the week before, in Washington, the editors' meeting, and the promotion managers' meeting is held a few days before in New York.

"Then," Mr. Damm continues, "the AP has its annual meeting and other interests, such as *This Week* magazine, also schedule their meetings, with the result that within a two-week period the executives of the newspaper industry are able to arrange their schedules in such a way that they can attend the important meetings of the year. It is true that the mechanical section of ANPA holds its own annual meeting, and so do the circulation managers. These two groups, however, are not composed of men in the executive group, with the result that these meetings have an entirely different attendance.

"In the broadcasting industry," says Mr. Damm, "we cover engineering, selling, programming, promotion and everything at our sessions with the result that if a station wanted to really get the full benefit it would have to send most of its staff to each of these meetings.

"It also seems to me that with the amount of duplication of subject matter the NAB might well consider disposing of the district and area meetings and the networks of their flea circuses.

"As far as the NAB is concerned, the district meeting elections could be held by mail in the same manner as the networks elect their SPAC members. Under such a plan the industry could have their annual business meeting to which the executives of the industry could plan to come and really attend to business. Then if there was need for an annual engineers' meeting and an annual sales managers' meeting, or a promotion managers' meeting, these could be arranged at different times of the year because they probably wouldn't be attended by the executives of the station anyway."

Much the same opinion is held by Ray E. Dady, vice president and station director of KWK St. Louis. "'Convention-itis' expresses the same arguments that I have put forth, with much futile table-pounding, to some of our people who spend what seems to me half of their productive years packing and unpacking bags and running off to seminars and conferences, panel discussions and meetings; state, city, regional, national and so on, ad infinitum."

CHARLES H. STOUT, assistant chief engineer at WIBG Philadelphia, May 6 was presented Certificate of Appreciation by Chief of Naval Personnel on behalf of Navy Department in recognition of his fine work of "meritorious personal service during World War II."

HATS OFF DEPT.
WFBM Account Executive Doubles in Headwear

WHEN WFBM Indianapolis says service an account, it *services*. A new WFBM account executive, Ted Nicholas, was advised by sales manager Bill Kiley to "give your clients service even if it means working in the store."

Accordingly, when Mr. Nicholas sold a WFBM program called *Hoosier Headlines* to Frank Levinson he offered his services in the two Levinson hat stores whenever help was needed. Mr. Levinson accepted the offer day before Easter and the erstwhile radio salesmen spent all of Saturday afternoon selling toppers instead of time. Mr. Nicholas says he sold as many hats as any of the regular sales staff and sold himself two bow ties.

INVEST YOUR AD DOLLAR

WCK Y s-ly

L. B. Wilson

WCKY

50,000 WATTS OF SALES POWER

★ ★ ★

"IBCing you" . . . in INDIANAPOLIS

"Baffle Us" Rates High on the Hilarity Parade

"Baffle Us," the new WIBC show heard Tuesdays and Thursdays, at 11:30 to 11:45 a.m., is fast attaining a pinnacle position on Hoosierdom's hilarity parade. This fun-packed fifteen minutes of music and merry-making has Jack and Paul stroking the strings and debonair Mike Dunn as emcee. When these two solid senders fail to deliver the tunes requested by studio and stay-at-home audiences . . . then "Baffle Us" gives with the gifts. For its Tuesday and Thursday sponsor, this fast-paced program is pulling an ever-heavier mail response. And for the advertiser who is seeking an upswing in Indiana sales, a Monday-Wednesday-Friday edition may well be the answer. Ask your John Blair Man.

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

WIBC 1070 KC 5000 WATTS BASIC MUTUAL

The INDIANAPOLIS NEWS Station

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

FREE & PETERS, Inc.
Exclusive National Representatives

JOHN ELMER
President

GEORGE H. ROEDER
General Manager

FCC Actions

(Continued from page 64)

Decisions Cont.:

trans., approval of trans. location and to specify studio location.

KCOY Santa Maria, Calif.—Granted license for new station 1400 kc 250 w unl.; cond.

WOV New York—Granted mod. CP for extension of completion dates to 5-30-47.

KWTC Barstow, Calif.—Granted mod. CP for extension of completion date to 7-19-47.

WNBW Washington, D. C.—Granted mod. CP for extension of completion date to 8-19-47.

WNBT New York—Granted mod. CP for extension of completion date to 6-15-47.

Columbia Bcstg. System Inc., area of New York City—Granted CP for new experimental television relay station.

May 9 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WSOY Decatur, Ill.—Mod. CP, as mod., which authorized installation of new trans. to make changes in ant. and mount FM ant. on top of AM tower and change trans. and studio locations, for extension of completion date.

WIMS Michigan City, Ind.—Mod. CP which authorized new AM station, to change type of trans. and for approval of ant. and trans. location.

License for CP

WOOK Silver Spring, Md.—License for CP, as mod., which authorized new AM station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KIYI Shelby, Mont.—Mod. CP which authorized new AM station, to change type trans. for approval of ant. and trans. location and to specify studio location.

WBAB Atlantic City, N. J.—CP to install new vertical ant. and mount FM ant. on AM tower.

FM—Unassigned

Trent Bcstg. Corp., Trenton N. J.—CP new FM station on frequency to be specified. AMENDED to change officers, directors, stockholders, trans. site and studio site; ERP from 38.2 kw to 250 w, frequency from "to be specified" to 98 mc, change type trans. and make changes in ant. system.

Modification of CP

KRTN Raton, N. M.—Mod. CP which authorized new AM station, for approval of ant. and trans. location.

License for CP

KSWS Roswell, N. M.—License to cover CP, as mod. which authorized new AM station and authority to determine operating power by direct measurement of ant. power.

WTOB Winston-Salem, N. C.—License to cover CP, as mod., which authorized new AM station and for change of studio location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WPIO Piqua, Ohio—Mod. CP which authorized new AM station, for approval of ant., and for approval of trans. and studio locations.

WRIB Providence, R. I.—Mod. CP which authorized new AM station, to make changes in vertical ant. and transmitting equipment, to change trans. location and studio location for extension of completion date.

KELP El Paso, Tex.—Mod. CP which authorized new AM station, for approval of ant. and trans. location and specify studio location.

KIMA Yakima, Wash.—Authority to determine operating power by direct measurement of ant. power.

WPLH Huntington, W. Va.,—CP install new trans.

License for CP

WRDN Ronceverte, W. Va.—License to cover CP, as mod., which authorized new AM station and authority to determine operating power by direct measurement of ant. power.

TENDERED FOR FILING

AM—1230 kc

The Wiregrass Bcstg. Co., Enterprise, Ala.—CP new AM station 1230 kc, 250 w, unl.

AM—750 kc

Frankfort Bcstg. Co. Inc., Frankfort, Ind.—CP new AM station 750 kc 250 w D.

AM—930 kc

Walter Olin Nesbit Jr. Charlotte, N. C.—CP new AM station 930 kc 1 kw D.

May 12 Decisions . . .

BY COMMISSION EN BANC

AM—1420 kc

The Wichita Beacon Bcstg. Co., Wichita, Kan.—Granted CP new station 1420 kc 500 w D.

BY COMMISSIONER HYDE

KQW San Jose, Calif.—Dismissed petition for leave to intervene in hearing on application of Texas Star Bcstg. Co.

Reading Bcstg. Co., Reading, Pa.—Granted petition for leave to amend FM application to supply complete engineering information as requested by Commission.

Keystone Bcstg. Corp., Harrisburg, Pa.—Same.

WDEL Wilmington, Del.—Same.

York Bcstg. Co., York, Pa.—Same.

Radio Projects Inc., Newark, N. J.—Dismissed as moot petition for extension of time within which to file proposed finding in re New York FM applications.

Frequency Bcstg. Corp., Brooklyn, N. Y.—Same.

The Connecticut Electronics Corp., Bridgeport, Conn.—Granted petition for waiver of rules and accepted petitioner's written appearance in re proceeding in Docket 8239.

Western Pennsylvania Bcstg. Corp., Pittsburgh,—Granted petition for leave to amend its application to show revised information as to trans. and main studio sites, etc.

WBET Brockton, Mass.—Granted petition for leave to intervene in hearing on application of Viking Bcstg. Co., Newport, R. I.

Lamar A. Newcomb, Falls Church, Va.—Granted petition for leave to amend application to specify 1220 kc instead of 840 kc, etc. Amendment was accepted and application as amended removed from hearing docket.

Crest Bcstg. Co. Inc., Pascagoula, Miss.—Granted petition for waiver of rules and accepted petitioner's late appearance in re proceeding in Docket 8267.

WEBQ Harrisburg, Ill.—Granted petition for leave to intervene in hearing on application of WCNT.

Williamson Bcstg. Corp., Pikeville, Ky.—Granted petition for waiver of rules and accepted petitioner's written appearance in re its application for CP.

Puritan Broadcast Service Inc., Lynn, Mass.—Granted petition for leave to amend its application for CP to specify 500 w instead of 250 w, etc.: amendment was accepted.

Community Bcstg. Co., Fort Worth, Tex.—Commission on its own motion ordered that hearing on application presently scheduled May 22 at Fort Worth, be transferred to Washington, to be heard on that date.

Crescent Broadcast Corp., Shenandoah, Pa.—Granted petition insofar as it requests leave to amend its application for CP to specify 980 kc with 5 kw unl. instead of 580 kc 5 kw unl. Amendment was accepted and application as amended was removed from hearing docket on Commission's own motion. Insofar as petition requests grant of application as amended, it was denied.

WDEL et al, Wilmington, Del.—Granted joint petition requesting continuance of consolidated FM hearing presently scheduled May 12 in re its application and said hearing was continued to May 26.

Hillsdale Bcstg. Co. Inc., Hillsdale, Mich.—Granted petition for severance of its application from proceeding involving application of Woodward Bcstg. Co. Inc.

Woodward Bcstg. Co., Detroit, Mich.—Granted petition for continuance of hearing on its application presently scheduled May 12 at Detroit; said hearing was continued to June 11 and Commission on its own motion transferred hearing to Washington.

W. Albert Lee, Houston, Tex.—Granted petition requesting extension of time within which to file reply brief to exceptions and supporting brief filed by KHTH Inc. time within which Lee may file reply brief was extended to and including May 20.

Beloit Bcstrs. Inc., Beloit, Wis.—Granted petition for continuance of hearing in re Dockets 7964 and 8169 presently scheduled May 12 and continued same to May 27.

Beloit Bcstrs. Inc., Beloit, Wis.—Granted petition for leave to amend application so as to add engineering statement relative to field intensity measurements and trans. site option agreement.

KGKB Tyler, Tex.—Commission on its own motion continued consolidated further hearing on its application et al presently scheduled May 12, to May 27.

Metropolitan Bcstg. Corp., Belleville, Ill.—Denied petition for leave to amend application to show deletion of Paul R. Ritcher as officer, director and stockholder of applicant corporation, etc.

KGBC Galveston, Tex.—Granted in part petition for extension of time to and including May 9, within which to file proposed findings in re applications in Docket 8090, et al.

Bendix Aviation Corp.—Dismissed application for experimental Class 2 portable radio station for developing and testing automatic warning system for oil field pumping equipment.

(Continued on page 70)

FCC Correction

IN REPORT of broadcast actions dated May 2 [BROADCASTING, May 12], item referring to Duncan Bcstg. Co., Duncan, Okla. should have shown frequency 1350 kc was granted instead of 1340 kc.

getting ready to give 'em
BOTH BARRELS!

Yes, powerful doin's are going on down Texas way... for KPAC* in Port Arthur, is now under construction with its plans to deliver a market substantially more than *two hundred million dollars* in annual retail sales!

5,000 Watts Daytime

1,000 Watts Nightime

First 5,000 Watt Daytime station on Gulf Coast between Corpus Christi and New Orleans.

*Located in the very heart of the rich Gulf Coast, where industrial dollars are busy at work in rubber, oil, shipping, agriculture and many other varied enterprises.

KPAC

MBS Mutual Broadcasting System BMB

IT WON'T BE LONG NOW
MARTIN BLOCK
IS COMING TO
WARNER BROS.
KFWB

LONDON LETTER—By William Pingrey

Cross Country Telecast Relay Tests by BBC Are Reported

THE SUNDAY EMPIRE NEWS of London says that the BBC has launched a big experiment in television—an attempt to relay picture broadcasts long distances on a mass scale by means of a wireless beam instead of by cable relay.

The first station is already under construction in Berkshire, 70 miles west of London, the paper said, adding:

"From here pictures will leap from hilltop to hilltop across Great Britain—unless the gamble fails.

"Success will mean that Britain leads the world in television and captures trade which is certain to run into millions of pounds. In three years, possibly sooner, Britain is likely to be the only country in the world with a nation-wide visual broadcasting system."

First leg of the test, the *Empire News* said, would be between London, headquarters of the BBC television service, and Bristol on the west coast. Engineers, it said, were optimistic.

BBC television, resumed last June after a wartime lapse, now is available only to persons living in a radius of 40 miles of the London broadcasting station.

Previous official announcements said that this limited service might be extended in the next year or two to the populous Birmingham area if and when cable relay could be effected.

* * * *

British television firms are now manufacturing transmitters and receivers on the basis of 600 lines per picture, but this country will continue on the 405 line standard. The improved equipment is to fulfill heavy orders received from South American and European nations.

* * * *

Lord Inman, who last December was appointed to a five-year term as chairman of the Board of Governors of the BBC, has offered his resignation. This followed his new appointment as Lord Privy Seal. No successor to Lord Inman has been announced.

* * * *

Criticism of the BBC for allowing Henry Wallace to broadcast in April was voiced in the House of Lords.

The Earl of Listowel, replying for the government, said the BBC had full license to pick its own speakers and that there would be danger in requiring the BBC to ask approval of all prospective controversial broadcasts.

Prepares Index

COMPREHENSIVE and detailed index of the FCC Rules and Regulations, Parts I, II and III, is being published in loose leaf form by C. Braswell Collins, attorney and director of Broadcast Service Bureau, new firm established at 1212 New York Ave. N. W., Washington. To be available June 1, the index has been in preparation about four months and will include some 100 pages. Price will be $10. Broadcast Service Bureau has been formed to offer full service and information relating to proceedings before the FCC. An index of the Standards of Good Engineering Practice is in preparation. Mr. Collins formerly had been associated with John F. Clagett, Washington radio attorney.

KULA Debuts

KULA Honolulu, went on the air May 14 with 10 kw on 690 kc. Floral leis were dropped from planes all over the islands in celebration of the opening and a native dance contest featuring the "KULA Hula" was held on opening night. KULA is affiliated with ABC.

WNLC New Studios

NEW STUDIOS of WNLC and WNLC-FM New London, Conn., have been completed and are now ready for use. Thames Broadcasting Corp., stations license, has announced that studios will open for public inspection May 22 and 23.

Tractor Lays Wire

KWHN Fort Smith, Ark., used a specially equipped Fordson tractor to lay its ground system, Chief Engineer J. Frederick Darby reports. The ground system consists of more than 14 miles of copper wire. The tractor dug the trench, laid the wire and covered it up, all in one operation, according to Mr. Darby. A home-made plow with a thin blade was bolted on in place of a cultivator arm, and a frame was made to hold the spool of wire. A tube was welded to the back of the plow blade for feeding the wire down to the tip of the plow.

BMI CANADA EXPANDS PUBLISHING FACILITIES

BMI CANADA Ltd., Toronto, is expanding its office facilities and moving to new offices at 229 Yonge St., phone Elgin 0040, coincident with election of new board of directors and officers

BMI Canada Ltd. has been in existence virtually since BMI came into being, with Canadian broadcasters supporting the American broadcasters in the move to set up their own music agency. BMI Canada Ltd. will immediately start publishing more works of Canadian composers which will be widely distributed also in the United States, first four such compositions to be presented at the convention of Canadian Association of Broadcasters, Jasper Park, June 9-12.

Carl Haverlin is president of BMI Canada with Harry Sedgwick, president of CFRB Toronto and chairman of CAB board of directors, as vice-president; Donald Manson, assistant general manager, Canadian Broadcasting Corp., Ottawa, vice-president; R. J. Burton, New York, general manager; T. A. Evans, Toronto, secretary-treasurer. Board of directors consists of Jean-Marie Beaudet, CBC musical director, Montreal; Carl Haverlin, Harry Sedgwick, Donald Manson, and John Slatter, Radio Representatives Ltd., Toronto. Administrative staff at Toronto is headed by W. Harold Moon, as station relations director, and Jean Lockhead Howson as press relations director.

Kent Awarded

PRISCILLA KENT, former NBC staff writer, has been awarded sole ownership of her program *The Crazy Creightons* in arbitration with NBC before American Arbitration Assn. AAA held that a staff writer can retain ownership of a title, outline, sample scripts and character names even though same are used after freelancer joins the staff.

ABOUT SPEECH INPUT EQUIPMENT AVAILABILITY—

Since V-J Day the demand for Gates speech input equipment has been such that even after the addition of several more production lines there still was not enough always to go around. This situation has now been so improved that on nearly all speech input items delivery is either immediate or only a few days after receipt of order.

Gates has paid extra attention to the production of remote apparatus so that such items as the famous "Dynamote", "Remote Conditioner", and "Remote Foursome" can be delivered from stock for coming baseball and other summer broadcasts.

GATES RADIO COMPANY
QUINCY, ILLINOIS, U. S. A.

Arizona
—AS A STATE—
WAS ONLY 10 YEARS OLD IN 1922 WHEN
KOY
BEGAN ITS 25 YEARS OF OUTSTANDING PUBLIC SERVICE IN
Phoenix
"FIRST ON EVERYBODY'S DIAL IN 1947"
550 KC - 1000 WATTS
CBS in the Valley of the Sun
Key Station of the Arizona Network
Management affiliated with WLS, Chicago
Burridge D. Butler, President
National Representatives
JOHN BLAIR & COMPANY

FCC Actions

(*Continued from page 68*)

May 12 Applications . . .

ACCEPTED FOR FILING

License for CP

WOOB Anniston, Ala.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KWBR-FM Oakland, Calif.—Mod. CP which authorized new FM station, for extension of completion date.

AM—910 kc

Ventura County Bcstg. Co., Oxnard, Calif.—CP new standard station 910 kc, 1 kw D. AMENDED to change name of applicant from Eva Miller Grimes tr/as Ventura County Bcstg. Co. to Eva Miller Grimes tr/as Pleasant Valley Bcstg. Co.

Modification of CP

KRCC Richmond, Calif.—Mod. CP which authorized new FM station for extension of completion date.

KVEC-FM San Luis Obispo, Calif.—Mod. CP which authorized new FM station to change ERP to 16.7 kw, make changes in ant. and change completion date.

WSOY-FM Decatur, Ill.—Mod. CP which authorized new FM station for extension of completion date.

WSAR-FM Fall River, Mass.—Mod. CP which authorized new FM station for extension of completion date.

Relinquishment of Control

WHYN Holyoke, Mass.—Voluntary relinquishment of control of licensee corporation from Minnie R. Dwight to William Dwight. (150 sh. common stock).

Modification of CP

WMFM North Adams, Mass.—Mod. CP which authorized new FM station for extension of completion date.

License for CP

WBEC Pittsfield, Mass.—License to cover CP which authorized installation of new trans.

Assignment of License

WGCM Gulfport, Miss.—Involuntary assignment of license to WGCM Bcstg. Co.

Modification of CP

WHVA Poughkeepsie, N. Y.—Mod. CP as mod. which authorized new FM station for extension of completion date.

Remote Pickup

Bamberger Bcstg. Service Inc., Area of New York—CP new remote pickup station 153.05 mc, 15 w, emission special for FM, hours of operation in accordance with Sec. 4.403. Also CP new remote pickup station 153.05 mc 50 w emission special for FM and hours of operation in accordance with Sec. 4.403.

Modification of CP

KENO-FM Las Vegas, Nev.—Mod. CP which authorized new FM station, for extension of completion date.

KPRA Portland, Ore.—Mod. CP which authorized new FM station, for extension of completion date.

WGBG-FM Altoona, Pa.—Mod. CP which authorized new FM station, for extension of completion date.

WPGH Pittsburgh—Mod. CP which authorized new standard station, for approval of ant., to change type trans. and for approval of trans. location. AMENDED to make changes in ant.

WSBA-FM York, Pa.—Mod. CP as mod. which authorized new FM station, for extension of completion date.

AM—780 kc

Blue Ridge Bcstg. Co. Inc., Seneca, S. C.—CP new standard station 780 kc 250 w D.

License for CP

WHBT Harriman, Tenn.—License to CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

AM—1510 kc

Felix H. Morales, Houston, Tex.—CP new standard station 850 kc 1 kw. AMENDED to change frequency from 850 to 1510 kc; and to make changes in trans. equipment.

AM—860 kc

Texas Star Bcstg. Co., San Antonio, Tex. CP new standard station 860 kc 1 kw-N 5 kw-D DA-N unl. AMENDED to change DA-N.

Assignment of License

WHBL Sheboygan, Wis.—Voluntary assignment of license to WHBL Inc.

TENDERED FOR FILING

AM—1270 kc

The Fairfield Bcstg. Co., Lancaster, Ohio CP new standard station 1270 kc 1 kw.

May 13 Applications . . .

ACCEPTED FOR FILING

FM—Unassigned

Santa Monica Bcstg. Co., Santa Monica, Calif.—CP new (class A) FM station on frequency to be assigned by FCC, ERP 392 w and ant. height above average terrain minus 55 ft.

Modification of CP

KMYC-FM Marysville, Calif.—Mod. CP which authorized new FM station, to change ERP to 5 kw; make changes in ant. and change commencement and completion dates.

Assignment of License

KBOL-FM Boulder, Col.—Voluntary assignment of license to Boulder Radio KBOL Inc.

License for Modification

WQQW Washington, D. C.—License to cover mod. license which authorized increase power.

Modification of CP

WOI-TV Ames, Iowa—Mod. CP which authorized new commercial TV station, for change of trans. location and change ant. system.

Remote Pickup

American Bcstg. Co. Inc., area of Chicago—CP new remote pickup station on 152-162 mc, band to be assigned by FCC, 30 w, emission special for FM and unl.

Modification of CP

WWHB Indianapolis—Mod. CP which authorized new commercial TV station, for extension of completion date.

KIMV Hutchinson, Kan.—Mod. CP which authorized new FM station, for extension of completion date.

WTNS Roscoe, Ohio—Mod. CP which authorized new standard station, to change studio location.

License for CP

KSEO Durant, Okla.—License to cover CP which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KENT Shreveport, La.—Mod. CP which authorized new standard station, to make changes in vertical ant. to change type trans. and to change studio location.

Relinquishment of Control

WAYN-FM Holyoke, Mass.—Voluntary relinquishment of control from Minnie R. Dwight to William Dwight (150 sh. common stock).

AM—1450 kc

WCJV Columbia, Miss—CP make changes in trans. equipment.

Modification of License

WBBR Brooklyn, N. Y.—Mod. license to change main studio location.

WCKB near Dunn, N. C.—Mod. license to change hours from D to limited time.

Modification of CP

WTOA Thomasville, N. C.—Mod. CP which authorized new standard station, to change type trans. for approval of ant., trans. site and specify studio location.

KQV Pittsburgh—Mod. CP which authorized increase in power, installation of new trans. and DA-DN and to change trans. location, for extension of completion date.

AM—840 kc

George M. Hughes, Florence, S. C.—CP new standard station 840 kc 1 kw D.

AM—1400 kc

WORD Spartanburg, S. C.—CP install new vertical ant. and mount FM ant. on top AM tower.

KWHI Brenham, Tex.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

KCTX Childress, Tex.—License to cover CP, as mod., which authorized new standard station and to specify studio location and authority to determine operating power by direct measurement of ant. power.

Charles W. Balthrope, San Antonio, Tex.—CP new standard station 1450 kc 250 w unl. AMENDED to change frequency from 1450 to 930 kc, increase 250 w unl. to 1 kw D, change hours from unl. to D, type trans., make changes in vertical ant., change trans. and studio locations and omit request for facilities relinquished by KABC.

KTRN Wichita Falls, Tex.—Mod. CP, as mod., which authorized new FM station, for extension of completion date.

WJLS Beckley, W. Va.—Mod. CP which authorized increase in power, new trans. DA-N and change in trans. site, for extension of completion date.

APPLICATION RETURNED

AM—580 kc

K. C. Zion, Roda, Va.—CP new standard station 580 kc 24¾ w D. RETURNED: Incomplete.

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Exact Measurements - at any time
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NOW -- 48 HOUR SERVICE
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Highest Accuracy—Anytime
STANDARD MEASUREMENTS
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Washington 5, D. C.

NOW 5000 WATTS

KTFI
TWIN FALLS • IDAHO
WEED & CO., *Representatives*

APPLICATION DISMISSED

AM—560 kc

Detroit, Bcstg. Co., Detroit, Mich.—CP new standard station 560 kc 250 w D. DISMISSED: Request of attorney.

AM—1520 kc

Paul Kirtzman, Lansford, Pa.—CP new standard station 1520 kc 250 w D. DISMISSED: Request of applicant.

AM—Ant.-Trans.

WPRP Ponce, P. R.—CP install new vertical ant. and trans. and to change trans. location. DISMISSED: Request of attorney.

AM—590 kc

WOPI Bristol, Tenn.—CP change frequency from 1490 to 590 kc, increase 250 w to 500 w-N 1 kw-D, install new trans. and DA-N. DISMISSED: Request of attorney.

May 14 Decisions . . .

DOCKET CASE ACTIONS

Commission announced adoption of proposed decision looking toward grant of application of Norfolk Bcstg. Corp. for new station in Norfolk, Va., 1220 kc 250 w D, cond., and denial of application of Tidewater Bcstg. Corp. for new station 1230 kc 100 w unl. in Norfolk. (Comr. Hyde voted to grant Tidewater application and to deny Norfolk Bcstg. Corp. application; Comr. Durr voted to deny both applications.)

Commission announced order denying petition of Berkshire Bcstg. Corp., Danbury, Conn., to vacate proposed decision and reopen record in hearing to receive in evidence proof of performance filed by WBRY on January 31, for reason that evidence sought to be incorporated is not material or relevant to issues involved in proceeding in Dockets 6895 and 6897.

Commission announced an Order granting petitions of Veterans Bcstg. Co. and Texas Star Bcstg. Co. (KTHT), requesting that their applications be severed from consolidated proceeding of which they are now part, and granted; said applications were severed and granted as follows: Texas Star Bcstg. Co. to change frequency of KTHT Houston, Tex., from 1230 to 790 kc, power from 250 w to 1 kw-N 5 kw-LS, cond.; and Veteran's Bcstg. Co. for new station at Houston 1230 kc 250 w unl.

Commission announced adoption of proposed decision looking towards grant of following applications for Class B FM stations in Boston area, subject to assignment of specific channels at later date. Power given is ERP; ant. height is height above average terrain:

Columbia Bcstg. System—20 kw; ant. 495 ft. (BPH-79; Doc. 6024).

Matheson Radio Co. Inc.—20 kw; ant. 500 ft. (BPH-142; Doc. 6991).

The Yankee Network Inc.—19.5 kw; ant. 510 ft. (BPH-590; Doc. 6693).

Unity Bcstg. Corp of Massachusetts—20 kw; ant. 500 ft.; conditions.

Templetone Radio Mfg. Corp.—20 kw; ant. 500 ft.; cond.

Massachusetts Bcstg. Co.—20 kw; ant. 350 ft.; cond.

Harvey Radio Labs Inc.—20 kw; ant. 500 ft.; cond.

At the same time Commission proposed to deny application of The Northern Corp. Another applicant, Raytheon Mfg. Co., withdrew its application.

Gonzales Bcstg. Co., Gonzales, Express Pub. Co., San Antonio, and Taylor Bcstg. Co., Taylor, Tex.—Adopted final decision granting application of Gonzales Bcstg. Co. for new station 1450 kc 250 w unl. at Gonzales and denying applications of Express Pub. Co. and Taylor Bcstg. Co.

George Arthur Smith, Jackson Bcstg. Co. and Hub City Bcstg. Co., Jackson, Tenn.—Adopted final decision granting application of George Arthur Smith for new station 1490 kc 250 w unl. and denying applications of Jackson Bcstg. Co. and Hub City Bcstg. Co.

Commission adopted final decision granting four applications for new TV stations in New York-Northwestern New Jersey metropolitan district; Bamberger Bcstg. Service, Inc., Channel 9; Bremer Bcstg. Corp., Channel 13; American Bcstg. Co. Inc., Channel 7, and News Syndicate Inc., Channel 11. Denied application of Debs Memorial Radio Fund Inc. Another applicant, WLIB Inc., withdrew (Comr. Durr dissenting in part, voting to deny News Syndicate and grant Debs Memorial.)

Scheduled for oral argument following docket cases: May 28—Gulf Bcstg. Co., Burton Bcstg. Co. and Mobile Bcstg. Co., Mobile, Ala.; WJPS Inc. and Tri-State Bcstg. Corp., Evansville, Ind.; Bay State Beacon Inc., Cur-Nan Co. and Plymouth County Bcstg. Co., Brockton, Mass.; Central Bcstg. Co., Eau Claire, Wis., Lubbock County Bcstg. Co. and Plains Radio Bcstg. Co., Lubbock, Tex., Abilene Bcstg. Co. and Citizens Bcstg. Co., Abilene, Tex. May 29—KTHN Inc. and W. Albert Lee, Houston, Tex.; Tri-City Bcstg. Co., Newport, Ky., and Moraine Bcstrs. Inc., Dayton, Ohio; Northern Kentucky Airwaves Corp. and Northern Kentucky Radio Corp., Covington, Ky.; Syndicate Theatres Inc., Columbus, Ind., and Universal Bcstg. Co. Inc., Indianapolis; Birney Imes Jr. and Grenada Bcstg. Co., Grenada, Miss.

May 14 Applications . . .

ACCEPTED FOR FILING

AM—830 kc

Albert B. Pyatt, Garden City, Kan.—CP new standard station 830 kc 1 kw D.

AM—880 kc

The Daily News Bcstg. Co., Bowling Green, Ky.—CP new standard station 880 kc 1 kw D.

AM—1240 kc

Bastrop Bcstg. Co., Bastrop, La.—CP new standard station 1240 kc 250 w unl.

AM—1190 kc

People's Bcstg. Co., Minneapolis—CP new standard station 1190 kc 1 kw D.

Modification of CP

KAMO Hannibal, Mo.—Mod. CP which authorized change in frequency, increase power, install new trans. and DA-DN and change trans. location, to change trans. location.

AM—1470 kc

Paula Valley Bcstg. Co., Paula Valley, Okla.—CP new standard station 1470 kc 250 w D.

AM—1400 kc

Electronic Enterprises Inc., San Juan, P. R.—CP new standard station 1400 kc 250 w unl.

AM—1340 kc

Gillespie Bcstg. Co., Fredericksburg, Tex.—CP new standard station 1340 kc 250 w unl.

AM—1450 kc

Lewis Service Corp., Weston, W. Va.—CP new standard station 1450 kc 250 w unl.

AM—1050 kc

Langlade Bcstg. Co. Inc., Antigo, Wis.—CP new standard station 1050 kc 250 w-D.

WCSH Portland, Me.—Renewal auxiliary license.

ACCEPTED FOR FILING

AM—1150 kc

News-Journal Corp., Daytona Beach, Fla.—CP new standard station 1150 kc 1 kw D.

AM—1340 kc

Capital City Bcstg. Corp., Marianna, Fla.—CP new standard station 1340 kc 250 w unl. AMENDED to change name of applicant from Capital City Bcstg. Corp. to John H. Phipps.

AM—630 kc

Georgia-Alabama Bcstg. Corp., Columbus, Ga.—CP new standard station 630 kc 1 kw D.

FM—98.3 mc

Commander Industries, Oak Park, Ill.—CP new FM station (class A) on frequency to be assigned by FCC, ERP 730 w. AMENDED to change frequency from "to be assigned by FCC" to channel 252, 98.3 mc.

(Continued on page 77)

IF YOUR RADIO DRAMATIZATION NEEDS SOUND EFFECTS

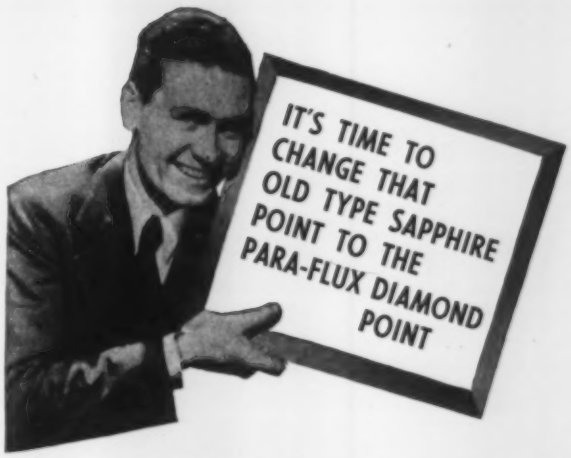
USE MAJOR SOUND EFFECT RECORDS

- All 10-inch Double-face, Lateral Cut, 78 R P M
- Recorded from Life on Film, then Waxed
- Quick Cued Wherever Advantageous
- Playable on any Phonograph or Turntable

SEND FOR FREE CATALOGUE TODAY

DISTRIBUTED BY Thomas J. VALENTINO, Inc.
DEPT. BC-1
1600 BROADWAY
NEW YORK, N. Y.

CANADIAN DISTRIBUTOR
Instantaneous Recording Service
56-58 Wellington St., E.
Toronto, Ont., Can.



Available Immediately

Vertical Only Reproducer

Lateral Only Reproducer

Universal Reproducer

Remember, not too long ago, when African diamond points were not obtainable, and you were then glad enough to get sapphire points? Sure we could have supplied inferior diamond points, but only the real African diamonds would assure superior performance. Now, we are getting a continuous supply of the hard African diamonds.

Naturally, we want any user with an obsolete sapphire point to get our new, diamond point Reproducer. The diamond stylus is carefully selected, tested, highly polished and finished to tolerances of 1/10,000 inch. Its superiority is evidenced by the fact that now more than 1,000 diamond point PARA-FLUX REPRODUCERS are on the air over AM and FM stations.

You can replace your sapphire head for our modern design diamond point head with latest refinements . . . and at a special, low "exchange" price. And we'll make the exchange immediately, without any delay whatever. It's part of our QUICK SERVICE. Write today for special, extremely low replacement price. Also ask for Bulletin PR2 which gives full particulars of advanced type PARA-FLUX REPRODUCERS.

Available Through Authorized Jobbers

View showing Arm; Universal, Lateral and Vertical Heads and Equalizer.

RADIO-MUSIC CORPORATION

EAST PORT CHESTER, CONN.

Designers and Manufacturers of Phonograph, Radio, and Electro-Acoustic Products.

WRRZ 1000 WATTS, 880 KC CLINTON, N. C.

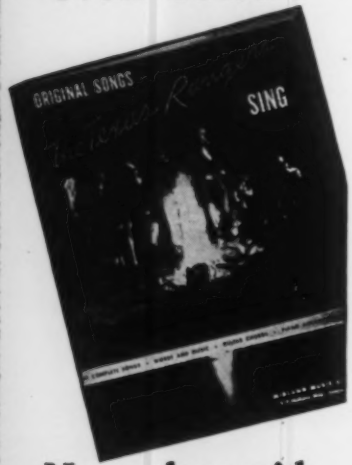
WRRF 5000 WATTS, 930 KC WASHINGTON, N. C.

Outstanding regional and local programming plus the top programs of ABC keep the dials in Eastern North Carolina tuned to WRRF and WRRZ. The primary daytime listening area of these two regional stations is composed of 31 counties in the heart of the bright leaf tobacco belt, considered one of the richest agricultural areas in the nation.

The 922,353 persons in this wealthy market listen to their regional Tar Heel stations, WRRF and WRRZ. The staff of the Tar Heel Broadcasting System will back up your sales program in Eastern North Carolina with comprehensive, effective merchandising. For speedy results in the "as good as gold" market, use WRRF and WRRZ.

TAR HEEL
BROADCASTING SYSTEM, INC.
Washington, North Carolina
National Radio Representatives
FORJOE & CO.
New York • Chicago • Los Angeles

Making *the best* even better!



Now—along with "The Texas Rangers"

A sure-fire give-away or self-liquidating offer! Attractive 48-pages of *Original Songs The Texas Rangers Sing* and scrap book album. Provided sponsors of "The Texas Rangers" *at cost!* Write for full details.

The Texas Rangers
AN ARTHUR B. CHURCH PRODUCTION
PICKWICK HOTEL, KANSAS CITY 6, MO.

PROMOTION

IN CELEBRATION of its 25th anniversary, WDAY Fargo, N. D. is conducting a "Mystery Man" contest titled "Who is Mr. WDAY?" Contest began May 12 and will run for at least 10 days. "Mr. WDAY" is wandering throughout WDAY listening area. Contestant must meet and identify him in order to win the large stock of merchandise prizes. Five prizes are added each day until "Mr. WDAY" is correctly identified. Station is using on-the-air promotion to build interest in contest, and clue to person's identity is scattered through broadcast day.

4-H Contest

4-H SOIL Conservation recognition contest is being conducted by WOW Omaha, in cooperation with State Soil Conservation Service and Extension Services of Iowa, Nebraska, South Dakota and Kansas. Station is providing $1,600 for awards which will include trip to National 4-H Club Congress in Chicago for winners. Separate contests are being conducted in Nebraska, Iowa, South Dakota and Kansas, all under sponsorship of WOW.

KSO News Sheet

NEWS BULLETIN sheet is now being distributed to guests at the two Boss Hotels in Des Moines, Iowa, direct from newsroom of KSO that city. Bulletin is mimeographed on special news sheet carrying heading "Noontime News—Coffee Shop Edition." End of each sheet reads "Direct from the News Room of KSO." Station distributes bulletins each morning to lunchroom tables of the two hotels.

'Consistency'

PRESENTING story of station's record of winning awards in fields of broadcasting competition during past six years, three-color, six-page mailing piece has been distributed to the trade by KLZ Denver. Titled "Consistency, Thou Art a Jewel," piece features Variety Showmanagement Award which station has won for three years in a row. Total of 26 major awards won by KLZ since November 1940 also are listed in folder.

Coverage Map

COVERAGE MAP done in three colors has been released by WCIL Carbondale, Ill. Primary area and secondary area are shone on map in different colors with population and radio set statistics listed below map. Data on WCIL sales also is presented.

'Package of Sound'

FM PROMOTIONAL sheet has been prepared by WFRS Grand Rapids, Mich., giving graphic illustrations of "how the 'package of sound' gets into home." Sheet is divided into two sections, showing the travel of sound on AM broadcasting and on FM broadcasting. Final illustration shows AM set deliverihg small and battered "package," while FM set delivers full-sized, undamaged "package." Back of sheet presents program schedule for WFRS.

Forms Radio Council

COMMUNITY radio council has been organized by WSIR Winter Haven, Fla., to improve quality of public service programs dealing with community organizations, and to develop local talent. Fifteen local civic leaders have been named as directors to make plans for radio workshop to train council's individual members in fundamental techniques of broadcasting. WSIR proposes the community radio council idea as a small station's answer to problem of producing local sustaining programs.

CBS Booklet

TWELVE-PAGE booklet titled "What Makes it Tick?" drawing parallel between two major forces in American life, the radio and the automobile, has been prepared by CBS and mailed to clients, prospects and agencies in automotive field. Radio and the automobile have tremendously influenced this country's economy, booklet points out, and there is a "central kinship between the radio and automotive industries—a kinship of technology—likewise there is a kindred spirit among the people concerned with each industry."

'Handsomest Cop' Contest

CONTEST to pick New Jersey's "handsomest cop" is being conducted by WPAT Patterson, N. J., through the "Jim Grouch Club" program aired on that station. Station reports that some 2,000 letters and postcards have been arriving daily bearing votes for favorite sons all over that part of state. Various communities have set up campaign headquarters and are distributing ballots to be cast for the "choice of the people."

KFNF Host

MEMBERS of the Women's Division of Des Moines Chamber of Commerce, 26 ladies in all, May 4 were guests of KFNF Shenandoah, Iowa. Arriving in Shenandoah by special chartered bus, ladies were given individual corsages and visit was highlighted by special broadcast from KFNF. Other features of the day were KFNF dinner in their honor and tour of various trail grounds in Shenandoah during the afternoon.

Emerson Campaign

IN A BROADSIDE sent to all dealers direct from the factory, Emerson Radio and Phonograph Corp., New York is announcing most extensive advertising and sales promotion campaign in its history, with 18 national magazines scheduled to carry advertising from May until the end of 1947. Each of the ads will cover some phase of the Emerson radio business and will feature one or more Emerson radio "sets of the month." Dealer tie-up with promotion is in form of special window displays.

Queen of Magic Circle

USING the "Magic Circle" idea of WBIG Greensboro, N. C. to promote fact that 1,000,000 people are served within 50-mile radius of station, Greensboro Merchants Assn. staged week of celebration and selected the 1947 Queen of The Magic Circle. Winner, Mary E. Overbev of Reidsville, N. C., has been given an all-expense-paid trip to New York City June 2-5 with tour of CBS studios included in the trip.

Monthly FM Letters

MONTHLY letters about FM broadcasting are being mailed to radio dealers in Washington D. C. by WWDC-FM that city. Letters give information on station's present activities, future plans and how these plans effect dealer's sales of FM receivers.

Scholarship Award

FULL four-year university scholarship will be awarded by KVOO Tulsa, beginning in 1948, to the high school boy or girl who gives greatest promise of succeeding in radio. Award will be made on basis of student's performance during "KVOO High School Day," annual feature in which students in speech arts at Tulsa Central High School take over operation and management of KVOO for a day. Scholarship will be for U. of Tulsa.

'New Horizons'

COORDINATIING campaign centering on 11th anniversary of "Modern Home Forum" program on WOWO Fort Wayne, Ind., station is mailing four-page folder titled "New Horizons Toward Better Living" to all agencies and to food accounts and wholesale grocers in area. Folder presents double page photo of station's new kitchen headquarters from which "Modern Home Forum" originates. WOWO audience maps also are featured on back cover of folder.

WFIL Spring Brochure

BRIGHTLY colored brochure in spring motif has been prepared by WFIL Philadelphia. Titled "Suddenly It's Spring," brochure features information and pictures about four WFIL programs for gayety, sports, music and news. Covers of brochure present drawing of bird feeding her young ones in nest and carry inscription, "Four established programs . . . all hatched and ready to bring high flying sales success to you."

Car Cards

TWO-COLOR car cards are being used in busses of Fifth Ave. Coach Co., New York, by WNEW that city, advertising its programs. Cards are headed, "No Dancing In This Bus . . . Wait Until You Tune in WNEW, 1130 on Your Dial."

WLIB New York, effective May 1, added one hour and a half to its broadcasting time, signing off at 8:45 p.m., instead of 7:15 p.m.

GOING TO DOGS
RCA Victor Makes 20,000 Copies of Trademark

RCA's advertising is literally "going to the dogs." Nipper, RCA's famous trademark dog which listens for "his master's voice," will soon have a brood of 20,000 pups scattered around the country in Victor Record stores.

When commercial production was fully resumed after the war, RCA decided to rejuvenate its famous dog, hiring sculpter Carl Hallsthamer to carve a new Nipper. After visiting the leading fox terrier kennels and devoting months to carving and chiseling, Mr. Hallsthammar produced a new all-American model, and Old King Cole displays in Canton, O. produced them in papier mache. Starting this month, over 50 freight cars of silent pups will be on their way to retail stores.

Atlanta's Most Modern Station

WBGE

Atlanta's Only 24 Hour Station

Studios and General Offices
Georgian Terrace Hotel

Mike Benton, Pres. Maurice Coleman, Gen. Mgr.

General Broadcasting Company

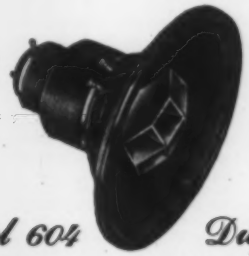
Recommended

LOUDSPEAKER EQUIPMENT

for typical broadcasting stations

ALTEC LANSING

The monitoring speakers you choose today may decide your place in broadcasting circles for the next ten years. Your choice is as important as that! These Altec Lansing speakers, which we recommend for specific locations in your station, will not only keep you ahead of competition today, but prepare you for the technical advancements to come. You can't "do better" than Altec Lansing loudspeaker equipment.



Model 604 Duplex

recommended for: **CONTROL ROOM AND OWNER'S OFFICE**

The people who carry the responsibility for a station's reputation must have a speaker of Duplex caliber for critical listening. This famous two-way multi-cellular Duplex is unequalled by any speaker at any price.

Model 603 Dia-Cone

recommended for: **RECEPTION AND AUDIENCE VIEWING ROOM**

In less critical locations, this 15-inch Dia-Cone provides superior performance at lower-than-planned investment. The multi-cellular construction makes possible wide angle coverage for large audiences.

Model 600 Dia-Cone

for: **AUXILIARY SPEAKER IN MISCELLANEOUS LOCATIONS**

A small scale edition of the Altec Lansing quality you find in more expensive models, both the 600 and 603 incorporate the Dia-Cone principle of driving separate high and low frequency diaphragms from a single 3" voice coil of edgewise wound aluminum ribbon.

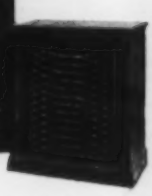
See your dealer *or write us for further information.*

ALTEC

LANSING CORPORATION

1161 N. Vine St., Hollywood 38, Calif.

250 W. 57th St., N.Y. 19, N.Y.



CABINETRY: *This distinctive mahogany floor cabinet is ideal for owner's office and reception room. We recommend it for its impressive appearance. Wall and utility cabinets are also available.*

"KEEP ADVANCING WITH ALTEC LANSING"

WFMJ
SELLS
The Rich Mahoning Valley

AND HERE'S WHY!
THERE'S MORE
"SETS IN USE"
An Average of 45% More
Than National Average
•
Youngstown Ratings
of Network Shows
Average 100% Higher
•
A Greater Audience
at Lower Cost
Ask HEADLEY-REED

WFMJ
The ABC Station For
YOUNGSTOWN, OHIO

OVER 40 ADVERTISERS
HAVE RENEWED USE
OF KXOK FROM
2 to 8 CONSECUTIVE YEARS

KXOK
ST. LOUIS 1, MO. • 630 KC • 5000 WATTS • FULL TIME
Owned and Operated by St. Louis Star-Times
For complete details, call a JOHN BLAIR representative

Scripts of 'Eternal Light' Are Issued in Book Form

COLLECTION of 26 scripts, written by Morton Wishengrad for production on *The Eternal Light* program presented each Sunday, 12:30-1 p. m., by NBC and the Jewish Theological Seminary of America, will be published in book form May 19 by Crown Publishers, New York.

The program has been named the "outstanding religious program on the air" by the Ohio State Institute for Education by Radio for the past two years and has also been honored by the National Conference of Christians and Jews, the American Assn. of Schools and Colleges and the Women's National Radio Committee. Broadcasts are directed by Frank Papp of NBC and Milton Krentz of the seminary.

WNBC New York, in special recorded station break campaign is promoting "The Author Meets The Critics" program which begins May 25, 4:30-5 p.m., sponsored by Book of the Month Club. Campaign presents famous names in literary world.

WWDT SPORTS
Detroit Video Station Plans Full Athletic Coverage

FULL SCHEDULE of sports telecasts is planned by WWDT Detroit, the automobile capital's first video station and owned by the *Detroit News*.

Starting the first week in June Ty Tyson, WWJ Detroit sports editor, will give play-by-play accounts of two Tigers baseball games each week for the Goebel Brewing Co. [BROADCASTING, May 12]. WWDT's crews will also cover the midget auto races held twice weekly at the Motor City Speedway. WWJ's Paul Williams will handle the commentary.

At Detroit's Olympia Stadium WWDT cameras will record hockey games, basketball, boxing and the circus. Arrangements are being made to televise U. of Michigan football games next fall. Mr. Tyson will do the regular WWJ broadcast of the games and the WWDT telecast description.

Listeners Prefer 'Natural Music,' RCA Tests Show

A SUBSTANTIAL majority of listeners prefer natural music in its full range of tones and overtones, although surveys have indicated that music reproduced by loudspeakers is more acceptable to the public when its tonal range is restricted, Dr. Harry F. Olson, section head of the Acoustics Research Laboratory of RCA Labs, Princeton, N. J., told the Acoustical Society of America at its meeting May 9 in the Hotel Pennsylvania, New York City.

Dr. Olson based his conclusions on tests on more than 1000 persons of various ages and vocations. In making the tests, Dr. Olson said, a small orchestra was placed in a room built to simulate acoustic conditions in an average size living room.

SALES of Columbia Pacific Network are up 13.5% for first quarter of 1947 over comparable period last year, according to Donald W. Thornburgh, network western division vice president.

SPONSORS

WILLIAM F. MUELLER, advertising manager of Corn Products Refining New York, has been named vice president and general manager of company's subsidiary, Dr. Swet's Root Beer Co. **WILLIAM E. HECHT**, assistant advertising manager, has been appointed advertising manager to succeed Mr. Mueller.

GENERAL PETROLEUM Corp., Los Angeles (Mobilgas), in early June starts campaign designed to spotlight dealers in West as "The Answer Man" for touring motorists this summer. Agency: West-Marquis Inc., Los Angeles.

PA PITT'S PARTNERS, Pittsburgh (civic organization), has appointed W. Earl Bothwell Inc., that city, to handle promotion for city clean up campaign. Radio is being used .

HAROLD P. McGRATH, assistant sales manager of Post Cereals Division of General Foods Corp., New York, has been appointed sales and advertising manager of Gaines Dog Foods Division.

CASTLE COAL & OIL Co., Bronx, N. Y.., will begin spot campaign in near future on stations in New York metropolitan area. Agency: Adair & Director, New York.

BRUCKMANN BREWING Co., Cincinnati, has appointed Dinerman & Co., that city, to handle advertising. Radio will be used.

BLUHILL FOODS Inc., Santa Ana, Calif. (cheese, Indian Grill salad dressing), has appointed Glasser-Gailey Inc., Los Angeles, to handle national advertising.

N. J. SPEDDING Co., Hollywood (cosmetics, perfumes), has appointed Showalter & Singer Inc., Los Angeels, to handle national advertising.

PROCTER & GAMBLE, Toronto (Dreft), has started ten-minute transcribed program "Take It Easy" five days weekly on a number of Canadian stations. Agency: Dancer-Fitzgerald-Sample (Canada), Toronto.

THOMAS J. LIPTON Ltd., Toronto (tea), has started spot announcements on a number of Canadian stations. Agency: Ruthrauff & Ryan, Toronto.

WESCO WATERPAINTS (Canada) Ltd., Montreal, has appointed Walsh Adv., Montreal, to handle advertising. Present radio campaign is continuing.

JOHN A. BUSH, president of Brown Shoe Co., St. Louis, May 5 was honored at a banquet in celebration of his 15th anniversary with company.

SEYMOUR ELLIS, national advertising manager of Philip Morris & Co., New York, is the father of a boy, Leonard Reuben.

IN PERFECT ACCORD are Jack Gordon, Chicago clothier (l) and William McGuineas, Chicago commercial manager, as Mr. Gordon signs for his new WGN half-hour weekly program, "Dress Up Quiz," which makes its debut June 1.

NETWORK ACCOUNTS

New Business

ADAM HAT Co., New York, July 20 begins "The Big Break" on NBC, Sun. 10:30-11 p.m. Agency: Blow Co., New York.

A. F. of L. Entertainment Division, New York (political), May 11 started for 6 weeks, variety show, on 43 Don Lee Pacific stations, Sun., 10:30-11 a.m., and on MBS, Sun. 10:30-11 p.m. Agency: Furman Feiner & Co. Inc., New York.

Renewal Accounts

GENERAL MILLS Inc., Minneapolis, June 2 for 52 weeks renews "Hymns of All Churches" and "Betty Crocker Magazine of the Air" on ABC Mon.-Fri.10:25-10:45 a.m. Both programs are broadcast simultaneously by ABC with "Betty Crocker" originating from New York and fed to ABC's southeastern group, and "Hymns of All Churches," originating from Chicago, fed to ABC stations in other areas.

PLANTERS NUT & CHOCOLATE Co., San Francisco, May 31 renews for 52 weeks "Harry W. Flannery-News" on 10 CBS Pacific stations, Sat., 5:30-5:45 p.m. (PST). Agency: Raymond R. Morgan Co., Hollywood.

Network Changes

NOXZEMA CHEMICAL Co. of Canada, Toronto (Noxzema), May 31 cancels "Mayor of the Town" on 25 Dominion network stations, Sat. 8:30-8:55 p.m. Agency: Ruthrauff & Ryan, New York.

BRUSH MAGNETIC RIBBON RECORDER
ONE HALF HOUR
CONTINUOUS RECORDING

ONLY
$229.50
COMPLETE

CANVAS CARRYING CASE—
$16.50

REEL OF TAPE—
EACH $2.50

SONOCRAFT CO., Inc.
45 West 45th St., New York 19, N. Y.
BRyant 9-8997

AMONG 600 MEN in attendance at FM clinic sponsored by Kansas City Electrical Assn. for major radio set distributors of Kansas City were (l to r): Front row—Ken Gillespie, Jenkins Music Co., one of speakers; E. J. McGrannahan, also of Jenkins Music Co., president of the Association; H. C. Bonfig, vice president, Zenith Radio Corp., Chicago, principal speaker; R. J. Meigs, Kansas City office of General Electric, and O. R. Wright, KOZY sales manager; back row—Buddy Nelson, Enterprise Wholesalers, Kansas City, Bendix distributors, and Arthur B. Church, president and owner of KMBC. Special 15-minute FM broadcasts were presented for those attending clinic by KOZY and KMBC-FM.

Rexall Drug Co., Heavy Radio User, Continues Ad Campaign

REXALL DRUG Co., Los Angeles, which last year spent more than a million and a half dollars in national radio, will continue its long-range advertising campaign, it became known last week following a release of the company's report for 1946.

The national advertising campaign was undertaken as a result of a country-wide survey conducted three years ago by Rexall Drug, which proved that while a great many people knew the name "Rexall," relatively few knew that the name stood for a complete line of drug products.

The same survey also pointed out that nearly one-quarter of the nation's drug store customers were accustomed to trading in Rexall stores, but not necessarily buying Rexall products. Thus the company's objective was to build a strong consumer acceptance of Rexall products.

The company decided to concentrate the initial power of its national coordinated advertising in radio and national magazines. It was in April a year ago that the company started sponsorship of the *Jimmy Durante-Garry Moore Show* on CBS through its advertising agency, N. W. Ayer & Son.

Through that program, Rexall estimates it has reached more than 12,000,000 listeners each week for 39 weeks (and 5,000,000 a week during the summer).

Independent Rexall druggists have been given further advertising support by radio spot announcements made available to them along with sales promotion service and merchandising plans.

A $1,000,000 local advertising and promotion campaign will herald the August opening of the "world's largest" Rexall drug store at Beverly and La Cienega Blvds., Hollywood. This campaign will most likely use local radio.

Sylvania Contract

SOME 7,000 employes of Sylvania Electric Products Inc. will receive a wage increase of 11½c an hour retroactive to May 6, 1947, as the result of collective bargaining just concluded between the company and the United Electrical Radio and Machine Workers of America (UE-CIO).

NATIONAL BISCUIT TURNS WBNS NEWS INTO SALES

Another client who has been using WBNS for many years.

ASK JOHN BLAIR

COVERS CENTRAL OHIO

IN COLUMBUS, OHIO IT'S WBNS

163,550 WBNS FAMILIES IN CENTRAL OHIO

WFMR CLAIMS RECORD

Broadcasts 21¼ Hours of Live Talent Music in Week

DEVOTING 21¼ hours of broadcast time to New Bedford's celebration of National Music Week last week and presenting 1,500 performers and more than 50 soloists, WFMR, the FM affiliate of WNBH, WOCB and the *New Bedford Standard-Times*, believes it established some sort of record for live talent FM programs.

Virtually all of the city's professional and amateur music organizations were heard, including the New Bedford Symphony Orchestra, a 100-piece school band, two school orchestras of more than 60 members, choirs of the city's churches, other choral and orchestral groups, and professional dance bands.

Climaxing the celebration was a two-hour program Saturday night over WFMR and WNBH featuring the week's outstanding talent. Program was directed by William R. Hutchins, WFMR manager, with WFMR's, Ed Merritt and WNBH's Tom Wertenbaker as m.c.'s.

Radio Teaching Weighed At Chicago Club Dinner

BEST methods of giving radio-minded college youth an adequate education for radio were discussed May 12 by Roosevelt College faculty members and officials of the Chicago Radio Management Club. Dinner was given at the Chicago U. Club by Dr. Edward J. Sparling, president of the college.

The Radio Management Club has been cooperating with the college by extending advice on a radio course being offered there this semester. Course covers such aspects of radio as problems in marketing, research, audience measurement, timebuying, acting, producing and writing. The club has actively participated in various sessions of the course.

Stowman Elected

KENNETH W. STOWMAN, WFIL Philadelphia television director, has been elected president of the Television Assn. of Philadelphia. Rolland V. Tooke, of Philco Television Broadcasting Corp. which operates WPTZ Philadelphia, was named vice president and program committee chairman. Other officers include: Roy A. Meredith, WPEN production manager, secretary; Mrs. William A. Farren, radio and television director for Lamb, Smith & Keen Inc., as treasurer.

Luckman Article

PROFILE of Charles Luckman, head of Lever Bros., major radio advertiser, appears in May 24 issue of *Liberty Magazine*, now on sale. Titled "A New Boss For The Hucksters", article is by Philip Gustafson.

The Winning Time

is the Time You Buy on

BINGHAMTON, N. Y.

•

N.B.C. in the Triple Cities

HEADLEY-REED

National Representatives

PIONEERING IN KANSAS CITY

SINCE 1942

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NOW AN ESTABLISHED CLAIM ON THE KANSAS CITY MARKET

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O. R. WRIGHT

SALES MGR.

PORTER BLDG., K. C., MO.

E. L. DILLARD, GEN. MGR.

ISN'T it only natural when you find . . .

1) a one-station market
2) which geography made singularly community-conscious
3) reached adequately by no other station
4) and those 38,000 folk depend on one station for complete radio entertainment.

Only
ZBM
Covers Bermuda
ABC • MBS
National Representatives
JOHN BLAIR — United States
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KFMB
sells
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DIEGO

KFMB is San Diego's exclusive ABC station. Followers of ABC top flight shows depend on KFMB for primary reception. They listen. We sell. You profit.

KFMB
* Now operating KFMB-FM
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.
Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

Transcriptions Released For Naval Reserve Week

TO PROMOTE U. S. Naval Reserve Week, May 18-25, the Navy, in cooperation with the NAB, has sent out a series of transcriptions and announcements to all NAB stations and has made them available to other stations on request. One series is a double-faced 16-inch disc containing 15-second and one-minute announcements on the Naval Reserve, plus a folder with background material.

The Navy has also sent out four 15-minute Navy Band transcriptions in addition to a series of 13 15-minute dramatizations, *In the Highest Tradition*. Latter are dramatized highlights of the deeds of Navy and Marine Corps enlisted men who were Navy Medal winners. Participation of stations has been endorsed by the Advertising Council, and all were recorded with professional help under the supervision of Commdr. Harrison Holton, USN, chief of the Radio and Television Section, Navy Public Information.

WNLC Covers IMMRAN

DELEGATES from 31 nations attended the International Meeting on Marine Radio Aids to Navigation at New London, Conn., May 7. Portion of proceedings, including talks by Sir Robert Watson-Watt, radar pioneer, and Capt. John Cross, head of the U. S. delegation, was broadcast by WNLC and WNLC-FM, New London.

Boston FM

(*Continued from page 26*)

ized by International Ladies Garment Workers Union, an AFL affiliate, which through similar organizations has FM grants for Los Angeles, St. Louis, and Chattanooga, and a proposed grant for New York.

Templetone Radio Mfg. Corp., manufacturer of radio and television receivers, is the only one of the AM-affiliated applicants which does not propose substantial AM-FM program duplication, at least at first. To promote FM, the company plans to allocate much of its set production to the Boston area.

Harvey Radio Labs, manufacturers of radio transmitting and electronic equipment, is like WHDH, licensee of a developmental FM station. The company said its proposed commercial station could go on the air "almost immediately" with 750-w power, operating from studios in its Cambridge plant. Main studios would be built later in Boston.

Cowles Broadcasting Co., which controls WCOP, would acquire its third FM outlet under the proposed decision. The Cowles interests already have FM grants for Washington and Des Moines.

PROGRAMS

PRE-GAME baseball telecasts over KSD-TV St. Louis, have been started by Griesedieck Bros. Brewery Co., that city, sponsor of St. Louis Cardinal's broadcasts. Titled "Baseball Close-ups" program features newscasters Harry Caray and Gabby Street, who, 15 minutes before each Cardinal home game, give day's lineups and interview ball players, visiting sports editors and members of press for video audience.

Automotive News

WEEKLY round-up of feature stories and news reports about automotive industry are presented on "Auto Horizons," new program scheduled to begin May 17 on WJR Detroit, Sun. 11:15-11:30 a.m. Produced in cooperation with Automobile Mfgs. Assn., show is combination of live talent and recorded sequences. Features include talks with automotive industry personnel; stories of people who make and use cars and trucks, or derive livelihoods from existence of motor vehicles; and latest automotive news.

Fight Rheumatic Fever

DRIVE against rheumatic fever has been started on "Let's Have Fun" program, aired daily 12-12:30 p.m. (CDST), on WGN Chicago. Combining daily presentation of facts on disease with promotion of write-in contest designed to familiarize public with its effect on children, program urges listeners to write letters on how to amuse a bedridden child. Three prizes to be given are a 15-day tour of Mexico and a complete sportswear outfit; tour of southern states, and gold initialled ring. Campaign is sponsored in behalf of La Rabida Jackson Park Sanatarium with cooperation of Chicago's Variety Club.

'Wing Tips'

DESIGNED to give important weather information to some 400 members of Airplane Owners and Pilots Assn. in Colorado, new program titled "Wing Tips" is heard over KLZ Denver. Show is aired Sun. 6:45 a.m., before weekly mass flights. In addition to weather reports, program features news of interest to aviation enthusiasts.

Sports Review

REPORTS on one of the day's major sports happenings and review of general sports development are featured on CBS new "Saturday Sports Review," show which began May 10, Sat. 6:30-6:45 p.m. CBS affiliate sportscasters and sports specialists are heard on new series.

Video Line-Up

AS ADDED service to audience of its telecasts of New York Giants home games, WNBT New York now precedes each game with pictorial line-up of Giant players who are to participate. Films of each Giant in action on file in NBC video newsroom, are brought out each day as soon as line-up has been announced.

Atom and Religion

ANALYSIS of development of atomic power and its potential effect upon man's future is presented on "What Man Hath Wrought," weekly public interest feature on KVOO Tulsa. Aired Sat. 10:15 p.m., program is conducted by Rabbi Ely Pilchek who discusses atomic power both from standpoint of its benefits and its destructiveness.

Scooped

STORK did a nice timing job to climax "You're the Top" program on WTOP Washington, May 3. Arrangements had been made for a Baby Week broadcast during show, with remote pickup from maternity ward of local hospital. Three prospective fathers were to be interviewed and the first to become a father would receive awards from WTOP. Show's producer was trusting that nature would provide a birth during broadcast. As the show was half over, announcement was made that two of the prospective fathers were awaiting twins. In a few minutes the winning father was announced with the first child, a girl. Ten seconds before sign-off, the second twin arrived—a boy. New father excitedly telephoned the news to his mother-in-law. But the new grandmother cut him short. "You're too late son. I heard it when they came—on WTOP."

Women's News

FASHION news and comments on contemporary subjects of special interest to women are featured on "For Feminine Ears," 15-minute morning week-day show heard on KVOO Tulsa. Local special events having appeal to feminine listeners also are presented with studio interviews. Format is completed with recorded music and notes from Hollywood.

Salutes to Industries

GEORGIA industries are saluted by WSB Atlanta, in new weekly series "Forward Georgia," which started on that station May 7. Programs are designed to acquaint people of Georgia and other states with growth of state's industries. Different industry is featured each week and scripts for shows are both documentary and dramatic.

The LARGEST station
in the LARGEST city
in WEST VIRGINIA

WSAZ

HUNTINGTON, W. VA. 5000W. DAY 1000W. NIGHT
930 KC. ABC AFFILIATE

represented by THE BRANHAM COMPANY

FCC Actions

(Continued from page 71)

Applications Cont.:

License for CP

KOAM Pittsburg, Kan.—License to cover CP, as mod., which authorized change in frequency, increase power, change in hours, install new trans. and DA-N and change trans. location and authority to determine operating power by direct measurement of ant. power.

License for CP

WBKY Beattyville, Ky.—License to cover CP which authorized noncommercial educational station.

Modification of CP

WAVE-FM Louisville, Ky.—Mod. CP, as mod., which authorized new FM station, to change trans. site, change type trans. and ant. system; change frequency to channel 236, 95.1 mc; ERP 14.9 kw; ant. height above average terrain to 302 ft. and change commencement and completion dates.

WDTR Detroit, Mich.—Mod. CP, as mod., which authorized new noncommercial educational station, for extension of completion date.

WESX Salem, Mass.—Mod. CP which authorized installation of FM ant. on top of AM tower, for extension of completion date.

Remote Pickup

KFAB Bcstg. Co., area of Omaha, Neb.—CP new remote pickup station on 1646, 2090, 2190 and 2830 kc 50 w A3 emission and hours operation in accordance with Sec. 4.403.

Modification of CP

KXXL Reno, Nev.—Mod. CP which authorized new standard station, to change type trans. and change trans. and studio location and for extension of completion date.

WBGO Newark, N. J.—Mod. CP, as mod., which authorized new noncommercial educational station, for extension of completion date.

License for CP

KVSF Santa Fe, N. M.—License to cover CP, as mod., which authorized installation new trans., new vertical ant., move trans. and studio location, change frequency and increase power and authority to determine operating power by direct measurement of ant. power

Modification of CP

WAGE Syracuse, N. Y.—Mod. CP which authorized increase in power, install new trans. and change in DA-N, to specify 5 kw-N, make change in DA-N and to change trans. location.

Modification of License

WLOE Leaksville, N. C.—Mod. license to increase power from 100 w to 250 w.

Modification of CP

KOKU Norman, Okla.—Mod. CP, as mod., which authorized new noncommercial educational station, for extension of completion date.

License for CP

WKRZ Oil City, Pa.—License to cover CP which authorized installation of new trans.

AM—900 kc

Hamilton Bcstg. Co., Hamilton, Tex.—CP new standard station 900 kc 250 w D.

AM—1230 kc

Northwest Public Services, Spokane, Wash.—CP new standard station 1230 kc 250 w unl. Contingent on KFIO being assigned 790 kc.

APPLICATION RETURNED

License for CP

Emporia Bcstg. Co. Inc., area of Emporia, Kan.—License to cover CP which authorized new remote pickup station. Submitted simultaneously and returned in accordance Sec. 4.16 May 7.

TENDERED FOR FILING

AM—1230 kc

Scenic America Bcstg. Corp., Salt Lake City, Utah—CP new standard station 1230 kc 250 w unl.

AM—1420 kc

WSBA north of York, Pa.—CP change frequency from 900 kc to 1420 kc, 1 kw to 5 kw, hours D to unl., install new trans. and DA-N.

AM—1020 kc

Calhoun Bcstg. Corp., Calhoun, Ga.—CP new standard station 1020 kc 250 w D.

AM—1340 kc

Oroville Mercury Co., Oroville, Calif.—CP new standard station 1340 kc 250 w unl.

SSA—1590 kc

KSJO San Jose, Calif.—Request for special service authorization 1590 kc 250 w-N 1 kw-D unl. non-DA until DA-N is installed or period not to exceed Aug. 31.

May 15 Decisions . . .

BY A BOARD

Radio Station KRMD, Shreveport, La.—Conditionally granted new FM station. Class B; subject to further review and approval of engineering details.

Port Arthur College, Port Arthur, Tex.—Same.

Tribune Pub. Co., Tacoma, Wash.—Same.

Warren Bcstg. Corp., Glens Falls, N. Y.—Same for Class A.

CPs were issued for two new FM stations and CPs were issued seven FM stations in lieu of previous conditions.

Herald and Globe Assn., Rutland, Vt.—Granted request to vacate conditional grant for new Class B FM station and said application was dismissed without prejudice.

Seton Hall College, South Orange, N. J.—Granted CP new noncommercial educational station; frequency to be assigned; 250 w.

Daily News Television Co. and Pennsylvania Bcstg. Co., Philadelphia—Designated for hearing in consolidated proceeding applications both requesting new TV station to operate on same and only unassigned channel allocated Philadelphia area.

Allen B. DuMont Labs Inc. and Paramount Pictures Inc.—Extended for 90 days from May 18 time in which to request hearing with respect to Commission's Jan. 16 dismissal of DuMont applications for new commercial TV stations in Cincinnati and Cleveland and applications of Interstate Circuits Inc.; New England Theatres Inc. and United Detroit Theatres Corp. for new TV station at Dallas, Boston and Detroit respectively, which meanwhile are retained in pending files.

Postponed to June 9 informal engineering conference on inter-city television program transmission.

KDKA-FM Pittsburgh—Granted license renewal for period ending June 1, 1948.

WHDF Calumet, Mich.—Granted CP install new vertical radiator and move trans. and studio to Houghton, Mich.; cond.

Metropolitan Bcstg. Corp., Belleville, Ill.—Denied petition for review of action of Motions Commissioner taken May 2 denying petition requesting leave to amend its application and affirmed said action by motions officer.

Southern Bcstg. Corp., New Orleans—Adopted memorandum opinion and order denying petition for reconsideration directed against Commission's action of Feb. 6, dismissing without prejudice petitioner's application for CP new station.

Ordered that record in consolidated hearing in following cases be reopened and further hearing held in Washington May 19 to take testimony on issue to determine areas and populations which may be expected to gain or lose primary service from operation of proposed station and character of other broadcast service available to those areas and populations: Hampden-Hampshire Corp., Holyoke, Mass.; Pynchon Broadcast Corp., Springfield, Mass.; Atlantic Radio Corp., Boston; Bristol Broadcast Co., New Bedford, and Fairfield Bcstg. Co., Danbury, Conn.

Grenada Bcstg. Co. and Birney Imes Jr., Grenada, Miss.—Ordered that exceptions heretofore filed by Grenada Bcstg. Co. in re proposed decisions which proposed to deny application of Grenada and grant Imes. be designated for oral argument before Commission en banc May 29.

May 15 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WKRG-FM Mobile, Ala.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

KARM-FM Fresno, Calif.—Mod. CP which authorized new FM station for extension of completion date.

WELI New Haven, Conn.—Mod. CP which authorized increase in power and changes in DA-N for extension of completion date.

WRBL-FM Columbus, Ga.—Mod. CP, as mod., which authorized new FM station, for extension of completion date.

AM—1490 kc

Deland Bcstg. Co., Deland, Fla.—CP new standard station 1450 kc 250 w unl. AMENDED to change frequency from 1450 to 1490 kc, omit request for facilities of WMFJ and to make changes in vertical ant.

FM—Unassigned

Tropical Bcstg. Co., Miami, Fla.—CP new (class B) FM station on frequency to be assigned by FCC and ERP 16.2 kw.

FM—107.9 mc

Nonpareil Bcstg. Co., Council Bluffs, Iowa—CP new (class B) FM station 102.1 mc, Channel 271 and ERP 371.9 kw. AMENDED to change frequency to Channel 300, 107.9 mc.

FM—97.3 mc

Evangeline Bcstg. Co. Inc., Lafayette, La.—CP new (class B) FM station 97.3 mc ERP 14.22 kw and ant. height above average terrain 222.4 ft.

Modification of CP

WVIM Vicksburg, Miss.—Mod. CP which authorized new standard station to change type trans., for approval of ant. and trans. location and to specify studio location.

WAZF Yazoo City, Miss.—Mod. CP, as mod., which authorized new standard station to change studio location.

KBOA Kennett, Mo.—Mod. CP which authorized new standard station for extension of completion date.

Transfer of Control

WJLK Asbury Park, N. J.—Involuntary transfer of control from J. Lyle Kinmonth, deceased, to Mabel Brazer Kinmonth and Asbury Park National Bank and Trust Co. (900 sh. common stock).

Modification of CP

WROW-FM Albany, N. Y.—Mod. CP which authorized new FM station to change trans. site, make changes in ant. and change commencement and completion dates.

FM—Unassigned

Coastal Bcstg. Co. Inc., Bay Shore, N. Y.—CP new (class A) FM station on frequency to be assigned by FCC and ERP 195 w.

Modification of CP

WRUN Utica, N. Y.—Mod. CP which authorized new FM station for extension of completion date.

WABF New York—Mod. CP which authorized changes in new FM station for extension of completion date.

AM—640 kc

Liberty Bcstg. Corp., Rochester, N. Y.—CP new standard station 650 kc 5 kw D-DA. AMENDED to change frequency from 650 to 640 kc and hours of operation from D to limited.

AM—1150 kc

WFNS Burlington, N. C.—CP install new trans.

Modification of CP

KGFF Shawnee, Okla.—Mod. CP which

(Continued on page 78)

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Vanguard

You Don't Learn That In School

On Transcriptions: CAPITOL—Billy Butterfield; LANG-WORTH—Four Knights, Blue Barron, Randy Brooks; STANDARD—Hal McIntyre; WORLD—Les Brown.

On Records: King Cole Trio—Cap. 393; Louis Armstrong— Vic. 20-2240; Rosemary Calvin—Maj. 1119; Betty Reilly—DeLuxe 1079; Roberta Lee—Sonora 2016.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

EXPANDING COVERAGE for EXPANDING MID-AMERICA

KCMO

Basic ABC for Mid-America

KANSAS CITY, MO.

DOES THE JOB Alone

WOW OMAHA

NBC* 590 5000 WATTS

*AFFILIATE

WRITE, WIRE or PHONE JOHN J. GILLIN

JOHN BLAIR & CO., Representatives

FCC Actions

(Continued from page 77)

Applications Cont.:

authorized installation of new vertical ant. to mount FM ant. on AM tower, change trans. location and for extension of completion date.

License for CP

WSCR Scranton, Pa.—License to cover CP, as mod., which authorized new standard station and to specify studio location and authority to determine operating power by direct measurement of ant. power.

WJJM Lewisburg, Tenn.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WAIM Anderson, S. C.—Mod. CP which authorized installation of new vertical ant. and to mount FM ant. on top of AM tower for extension of commencement and completion date.

License for CP

KATL Houston, Tex.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KSTV Stephenville, Tex.—Mod. CP which authorized new standard station to make changes in vertical ant., change trans. and studio locations.

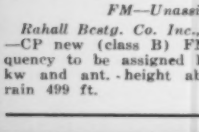
License for CP

WKLV Blackstone, Va.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

FM—Unassigned

Rahall Bcstg. Co. Inc., Beckley, W. Va.—CP new (class B) FM station on frequency to be assigned by FCC, ERP 20 kw and ant. height above average terrain 499 ft.

for low-cost advertising in BEAUMONT



it's KRIC

27

over 27 consecutive months a "Preferred-City-of-the-Month," with retail gains equalling or exceeding the national change

*Sales Mgt. Mag. "High-Spot" Cities

KRIC BEAUMONT, TEX. 250W. 1450 Kc.

Established 1938

REPRESENTED BY THE BRANHAM COMPANY

FCC Box Score

FCC BOX SCORE of actions as of last week stands as follows: Standard stations—1,202 licensed, 511 construction permits, 707 applications pending (of which 429 are in hearing); FM—48 licensed, 777 initial authorizations (540 CPs and rest conditional grants), 208 applications pending (108 in hearing); television—six licensed, 59 CPs, 12 applications pending (7 in hearing); non-commercial educational FM — six licensed, 29 CPs, 14 applications pending.

Modification of CP

KPOW Powell, Wyo.—Mod. CP, as mod., which authorized change in frequency, increase power, install new trans. and DA-N and to change trans. and studio locations, to change type trans.

License Renewal

The Yankee Network Inc., Mt. Washington, N. H.—License renewal remote pickup station WEKY.

APPLICATIONS RETURNED

Assignment of CP

KGRI Henderson, Tex.—Voluntary assignment of CP Henderson Bcstg. Corp. RETURNED May 12 incomplete.

FM—Unassigned

The Community Bcstg. Co. Inc., Columbus, Ohio—CP new (class A) FM station on frequency to be assigned by FCC. RETURNED May 12. Program analysis and engineering information not submitted.

APPLICATION DISMISSED

FM—Unassigned

Charleston Bcstg. Co., Clarksburg, W. Va.—CP new (metropolitan) FM station. DISMISSED April 16 per request of attorney.

CONSTRUCTION PERMIT DELETED

AM—1340 kc

Wonderland Bcstg. Co. Ltd., Redding, Calif.—CP new standard station KWOB 1340 kc 250 w unl. DELETED at request of applicant April 17. Commission letter April 25.

TENDERED FOR FILING

Modification of CP

San Fernando Valley Bcstg. Co., San Fernando, Calif.—Mod. CP change DA-D pattern.

Assignment of License

WNOC Norwich, Conn.—Voluntary assignment of license to H. Ross Perkins d/b as Norwich Bcstg. Co.

Modification of License

KSTP St. Paul, Minn.—Mod. license for temporary use of Minneapolis studio as main studio.

Assignment of License

WGAT Utica, N. Y.—Voluntary assignment of license to J. Eric Williams d/b as Central Bcstg. Co.

AM—1260 kc

Seminole Bcstg. Co., Seminole, Okla.—CP new standard station 1260 kc 250 w D.

Hearings Before FCC . . .

MAY 20

Further Hearing

KMAC San Antonio, Tex.—License renewal and for CP 630 kc 5 kw unl.

MAY 21

Further Hearing

The A. S. Abell Co., Baltimore—CP 850 kc 1 kw unl.

WEEU Reading, Pa.—CP 850 kc 1 kw DA-N unl.

MAY 22

Further Hearing

WGRC Louisville, Ky.—CP 790 kc 1 kw-N 5 kw-D DA-N unl.

Intervenor: WMC Memphis, Tenn.

AM-Hearing

Community Bcstg. Co., Fort Worth, Tex.—CP 1490 kc 250 w unl.

Respondents: KVWC Vernon, KPLT Paris and KGKB Tyler, Tex.

MAY 23

Conference with Institute of Radio engineers. George P. Adair presiding. Dept. Commerce Auditorium, 8 p.m.

MAY 28

Oral Argument

Dockets 7313, 7314, 7432: Gulf Bcstg. Co., Burton Bcstg. Co. and Mobile Bcstg. Co., Mobile, Ala.

Dockets 6921, 6922: WJPS Inc., Evansville, Ind. and Tri-State Bcstg. Corp.

Dockets 6843, 6845, 7008: Bay State Beacon Inc., Cur-Nan Co. and Plymouth County Bcstg. Co., Brockton, Mass.

Dockets 7216, 7334, 7336: Central Bcstg. Co., Eau Claire, Wis., Lubbock County Bcstg. Co. and Plains Radio Bcstg. Co., Lubbock, Tex.

Dockets 7367, 7483: Abilene Bcstg. Co. and Citizens Bcstg. Co., Abilene, Tex.

MAY 29

Oral Argument

Dockets 7565, 7566: KHTN Inc. and W. Albert Lee, Houston, Tex.

Dockets 7716, 7717: Tri-City Bcstg. Co., Newport, Ky., and Moraine Bcstrs. Inc., Dayton, Ohio.

Dockets 7477, 7478: Northern Kentucky Airwaves Corp. and Northern Kentucky Radio Corp., Covington, Ky.

Dockets 7099, 7100: Syndicate Theatres Inc., Columbus, Ind. and Universal Bcstg. Co. Inc., Indianapolis.

Dockets 7578, 7577: Birney Imes Jr. and Grenada Bcstg. Co., Grenada, Miss.

FCC Reverses Self in Jackson, Tenn. Case, Grants Gonzales, Tex., Request

FCC REVERSED ITSELF in the Jackson, Tenn. case last week for one of the few times in recent years granting the application it had proposed to deny and denying the one it had proposed to grant.

The grant went to George Arthur Smith Jackson, funeral director and mayor, authorizing full-time use of 1490 kc with 250 w. Denials went to Jackson Broadcasting Co., seeking the same facilities, which the Commission originally proposed to grant, and to Hub City Broadcasting Co. [BROADCASTING, March 3].

Meanwhile, FCC handed down another final decision granting Gonzales Broadcasting Co.'s application for 1450 kc with 250 w at Gonzales, Tex., and denying the rival applications of Taylor Broadcasting Co. for Taylor and Express Publishing Co. for San Antonio. This decision was in line with the proposed decision [BROADCASTING, Feb. 10].

In the Jackson case FCC originally preferred Jackson County Broadcasting, pointing out that ownership is distributed among several prominent local business and professional men, all of whom would serve as officers and directors, with day-to-day management handled by a 12% stockholder who would have the close supervisory assistance of a 24% stockholder.

"On the other side," FCC said in its proposed decision, "the control is in one man (Mr. Smith) who proposes to continue in the active management of his funeral home and attend to his duties as mayor of the city while serving as general manager of the radio station."

The final decision turned on the factor of ownership participation in station affairs, with FCC concluding that Mr. Smith's other duties would require "relatively little time" and that he would "achieve complete integration of ownership and operation.' In comparison, the Commission said the six directors of Jackson Broadcasting have "many and substantial" other interests which take much time, that only one would assume day-to-day responsibilities, and that his duties "would be limited to consulting with (the manager-stockholder) several times a week."

In the Gonzales-Taylor-San Antonio applications for 1450 kc, FCC indicated a preference for Taylor Broadcasting, but concluded that a grant at Taylor would involve too much adjacent-channel interference with WACO Waco. This conclusion was bolstered by actual measurements incorporated into the record after the proposed decision and oral argument [BROADCASTING, April 28].

Gonzales Broadcasting was preferred over the San Antonio applicants because Gonzales now has no local outlet while San Antonio has six. One of the San Antonio applicants, Charles W. Balthrope, subsequently amended his application to request 930 kc with 1 kw, day only, and was not considered in the final decision.

Gonzales Broadcasting is a partnership of Frank Wilson Jr., Gonzales native now employed by Western Union at Richmond, Va., and Laurence Walshak, his brotherin-law, now manager of U. S. Employment Service office at Gonzales. They would manage the station jointly. Mr. Wilson would also serve as chief engineer.

HAWAII'S FIRST STATION
KGU
NBC IN THE PACIFIC SINCE 1931
HONOLULU
Affiliated with THE HONOLULU ADVERTISER · Represented by THE KATZ AGENCY, INC.

Labor

(*Continued from page 15*)

chance for getting support to override.

Senate conferees included, besides Senator Ives, Labor Committee Chairman Robert A. Taft (R-Ohio), Joseph H. Ball (R-Minn.), James E. Murray (D-Mont.), and Allen J. Ellender (D-La.). House conferees were Labor Committee Chairman Hartley (R-N. J.), Gerald W. Landis (R-Ind.), Clare E. Hoffman (R-Mich.), John Lesinski (D-Mich.), and Graham A. Barden (D-N. C.).

The Senate bill was passed last Tuesday by 68-24, more than enough to override any veto. "Switch-over" votes included at least five Democrats and a possible five Republicans, depending on what kind of a bill comes out of conference. A switch of ten votes would sustain a veto. It was conceded, however, that there is less likelihood that the Senate will override a veto if the present Senate bill gets through the conference.

There was no doubt that the House had strength enough to override a veto, almost no matter what the conditions may be accompanying the veto. The House labor bill was passed by a majority of 308-107. It is expected that at least two weeks will be needed before a compromise agreement can be reached.

Differences Between House & Senate Labor Bills

FOLLOWING is a tabulation of outstanding differences between House and Senate labor bills which conferences must compromise:

HOUSE BILL	SENATE BILL
INDUSTRY-WIDE BARGAINING	
Banned on a national or industry-wide scale.	Permitted, but unions are prevented from striking to force employers into industry-wide negotiations.
STRIKES	
Jurisdictional strikes, secondary boycotts, featherbedding practices declared illegal and employers may obtain injunctions against such strikes. Unions suable for violations. Strikes endangering "public health or safety" may be enjoined by Attorney General for as long as 80 days. Workers free to strike after "cooling off" period if no agreement is reached.	Jurisdictional strikes and secondary boycotts are made unfair labor practices so that NLRB may obtain injunctions. Such practices make unions liable to suits for damages. National emergency strikes can be enjoined by Attorney General for 75 days while Board of Inquiry makes findings of fact. Board has no power to enforce decision or make recommendation.
CLOSED SHOP	
Outlawed, but union shop permitted with agreement of employer and by majority vote of union members. Strikes to gain union shop banned.	Substantially identical provisions.
NATIONAL LABOR RELATIONS BOARD	
Abolished to be replaced by "Labor-Management Relations Board." Prosecution and investigation duties would be given to "Administrator of National Labor Relations Act."	NLRB expanded to seven members.
WELFARE FUNDS	
Employers forbidden to contribute to any welfare fund controlled to any extent by a union. Strikes to force employer contributions to such funds banned.	Welfare funds permitted if employer and unions contribute and administer on equal footing.
MASS PICKETING	
Penalties on mass picketing and strike violence.	No provisions.
POLITICAL ACTIVITIES	
Banned.	No provisions.
"BILL OF RIGHTS" For Unions	
Detailed definitions of union "unfair practices" toward union members.	No provisions.

BMB NETWORK SURVEY SHOWS NBC IN FRONT

THE SIZE of each network's audience is indicated in a summary of the results of BMB survey No. 1, which last week was circulated to clients by the bureau.

The results, as of March 1946, show NBC leading in both nighttime and daytime audiences as follows: Nighttime—NBC, 33,127,940; CBS, 27,680,570; ABC, 22,056,690; MBS, 19,161,830; daytime—NBC, 27,888,770; CBS, 25,261,730; ABC, 21,557,990, and MBS, 19,160,260.

These figures, translated into percentages of 33,998,000, the total number of U. S. radio families as of Jan. 1, 1946, read as follows: Nighttime—NBC, 91.5%; CBS, 81.5%; ABC, 65%; MBS, 56%; daytime—NBC, 82%; CBS, 74%; ABC, 63, and MBS, 56%.

KYW Philadelphia last week won a U. S. Junior Chamber of Commerce award for "unselfish services rendered for the Better Youth Crusade." Station had cooperated in presenting tennis exhibitions featuring Don Budge and Fred Perry.

WNOC, WGAT Division

DISSOLUTION of the two-man partnership owning WNOC Norwich, Conn., and WGAT Utica, N. Y., whereby each partner assumes full ownership of a station, was tendered to FCC last week in applications for approval of license assignments. Norwich Broadcasting Co., WNOC licensee, and Central Broadcasting Co., WGAT licensee, are both equally owned by H. Ross Perkins and J. Eric Williams. Mr. Williams, now residing in Utica, takes over WGAT while Mr. Perkins, operating WNOC, assumes full ownership of that station. WGAT operates with 250 w daytime on 1100 kc and is an ABC affiliate. WNOC is assigned 250 w fulltime on 1400 kc.

A GROUP of records of the favorite music of Senor Miguel Aleman, Mexican president, was presented to Senor Lelo de Larrea, Mexican Consul General, for presentation to the president last week, following reception to the presidential press party tendered by RCA and subsidiary companies in New York.

WIZE Springfield, Ohio, has been awarded the National Safety Award for exceptional service for its daily presentation, for six years, of "Sgt. Scott Reports" program, daily 10 minute safety news broadcast.

JOHN CAPLES, BBDO, New York vice president, addressed the Washington Advertising Club May 13 on "Tested Advertising Methods." At the same meeting the club was presented with an AFA charter, which was accepted by Henry Kaufman, president.

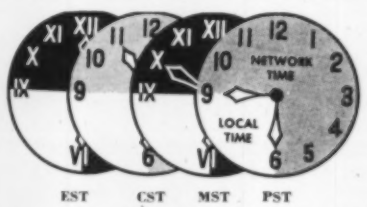
NBC Plays Host

NBC last week played host to more than 70 editors attending the three-day spring conclave of the American Agricultural Editors Assn. in New York. Group was invited by Frank E. Mullen, NBC executive vice president, who originated the *NBC Farm and Home Hour* 19 years ago. Following a private showing of the new RCA Exhibition Hall (see story page 46), the agricultural editors were guests at a dinner given by NBC in the Netherlands Club.

Harper Promoted

MARION HARPER Jr., manager of the Central Research Dept., McCann-Erickson, New York, has been appointed assistant to the president of the agency, in addition to his other duties. Mr. Harper will act for Mr. McCann in supervising the company's planning function, with a view to coordinating client planning methods throughout the country. He will also become a member of the executive committee of the firm.

KFI Los Angeles has been awarded Navy Certificate of Award in recognition of station's war service to Navy personnel. Award was made May 13 by Rear Admiral R. A. Pace Jr.



LET'S HAVE UNIFORM LOCAL TIME all year 'round

Why switch local shows for time change? Let's allocate the 1st, 2nd and 4th quarter hour of every hour to the network. The 3rd quarter hour belongs to the affiliate. Then, no matter what changes are made in network time, local shows remain constant. Network programs flow around your time. And, regardless of time zone, you can assure local accounts their favorite spot the year 'round. Let's try it!

The Art Mosby Stations

KGTF • KGVO • KANA

GREAT FALLS 5000 WATTS | MISSOULA 5 KW CBS | ANACONDA-BUTTE 250 WATTS

Represented by Weed & Company

What Big WHBQ Quapaw* MEMPHIS

*"Quapaw" "Tribe of Oklahoma Indians"—sez Webster.

"HOW"? is the traditional Indian greeting and in radio language it's a question that WHBQ likes for we have the answers. HOW to make sales in the Memphis territory? HOW to get more listeners per advertising dollar? We have the proof.

W. H. BEECUE

- WHBQ Broadcasts More Commercial Programs each week sponsored by Memphis Advertisers than any other station. —Memphis advertisers know Memphis media. Buy where they buy.

Call **RAMBEAU**

New York • Chicago • Hollywood

Four Proposed TV Grants Are Adopted, Filling Quota for the New York Area

ALL SEVEN television channels currently allocated to the New York area were filled last week as FCC made final its proposed grants to ABC, WOR, and the *Daily News* for New York stations and to WAAT Newark for one there [BROADCASTING, April 21].

The final decision on New York FM cases apparently will be delayed, although the proposed decisions on both FM and TV were issued simultaneously. No exceptions were filed in the television proceeding, which involved six applicants for four channels (WLIB New York withdrew after the hearing, and WEVD New York's was denied).

In the FM case, however, involving 17 applicants for five available channels, some of those given proposed denials have been granted additional time in which to submit exceptions and at least one, Metropolitan Broadcasting Service, New York, has asked that a final decision on its application be deferred until after July 1, when the four "reserved" channels are due to become available.

The American Jewish Congress, which sought to disqualify the *Daily News* on grounds of racial bias in its newspaper columns, also has requested additional time in which to file a protest in the FM case. The Commission majority, with Comr. C. J. Durr dissenting and Comrs. Paul A. Walker and E. M. Webster not participating, over-ruled consideration of the AJC charges. FCC promised but has not yet issued a separate opinion on its treatment of the Congress' contentions, and AJC claims it cannot reply until the opinion is released.

Although it sought and failed to have its charges considered in the television as well as the FM case, the Congress did not submit any protest against the proposed television decision.

In the final television decision Commissioner Durr contended, as he did in the proposed decision, that the AJC charges should be considered adversely to the *Daily News*. He favored a grant to WEVD.

The channel assignments were unchanged from those proposed in the first decision: ABC, Channel 7; WOR, 9; *Daily News*, 11, and WAAT, 13. New York stations already in operation are WCBS-TV, WNBT, and WABD.

Derby Hooper

HOOPERATING of 19.0 for the CBS broadcast of the Kentucky Derby May 3, 4:30-5 p. m. represented the largest audience in the history of horse race broadcasts, the network reported. Special program was sponsored by Gillette Safety Razor Co.

$60,000 Sale of Boulder City Bcstg. Co. Reported

SALE of Boulder City Broadcasting Co., licensee of KBNE Boulder City, Nev., for $60,000, subject to FCC approval, has been announced. The proposed buyers are three co-equal partners, T. B. Hinkle, general manager of KAVR Havre, Mont., M. O. Larsen, Havre merchant, and Edward J. Jensen, manager of KBIO Burley, Idaho.

Transaction is being handled by Blackburn-Hamilton Co.

KBNE is a 250-w fulltime MBS affiliate on 1450 kc. Boulder City Broadcasting also has a construction permit for KELN Ely, Nev., and is an applicant for a new station at Las Vegas, Nev.

BRACKEN IS ELEVATED BY WESTERN ELECTRIC

STANLEY BRACKEN, former vice president in charge of manufacture of the Western Electric Co., New York, has been elected executive vice president of the company, succeeding William F. Hosford, who resigns effective May 31 after nearly 47 years of service with Western Electric. H. C. Beal, former engineer of manufacture, has been elected director and vice president to succeed Mr. Bracken. F. J. Feely, who continues as manager of Western Electric's Buffalo shops and electronics shops, in addition, becomes engineer of manufacture.

Mr. Hosford joined Western Electric Co. in 1900 as a jack assembler in the firm's Chicago shop. In 1926 he was made engineer of manufacture with headquarters in New York, and in 1928 was elected a director and vice president.

30 CBC Outlets to Carry 'Whistler' Mystery Show

IN WHAT is believed to be a new policy on the part of CBC, 30 stations on the Dominion network will carry *The Whistler*, West Coast originated CBS mystery program (Wed., 9-9:30 p. m., CDST) sponsored by Household Finance, effective June 25. The move, announced by Shaw-LaVally Inc., Chicago, Household's advertising agency, will give CBC its first American mystery program. Contract is for 52 weeks. Meantime, Philco's sponsorship of the Bing Crosby ABC program on CBC will end June 18.

Joins Raymer Co.

PEYTON C. AUXFORD, formerly of CBS, has been appointed director of research and promotion for Paul H. Raymer Co., station representatives. Mr. Auxford, who will make his headquarters in New York, joined CBS in October 1945, as assistant director of promotion for Radio Sales, the spot broadcasting division of CBS, and later was assistant director of advertising and promotion for CBS stations.

FCC's Summer Actions to Be Routine Rather Than Policy-Making, Is Report

EMPHASIS in FCC's actions this summer will be more on routine matters and less on controversial or policy-making questions.

This was the forecast last week by Commission authorities, based on plans of three of the seven Commissioners to be in almost constant attendance at the International Telecommunications Conferences at Atlantic City. The conferences started last Thursday and are scheduled to continue throughout the summer.

FCC Chairman Charles R. Denny is chairman of the U. S. delegation to the International Radio Conference and is expected to spend most of this time there, commuting to Washington by air or train whenever necessary. Comr. E. M. Webster is due to be at Atlantic City almost constantly, and Comr. E. K. Jett is expected to be there except for one or two days a week.

Function As 'Board'

Until the return of Comr. Paul A. Walker, who suffered a broken blood vessel in a leg last March and has not yet returned to his desk, the three remaining Commissioners may function as a "board," their actions subject to later approval by a majority of the Commission.

Although no marked letup in the number of Commission meetings is expected, authorities feel that the members remaining in Washington will prefer to let action on problems of a policy nature wait until the full Commission can be convened.

Such meetings will be arranged whenever the Atlantic City schedule will permit, or whenever problems arise that appear to need the immediate attention of the entire Commission.

Oral arguments will be held "whenever Chairman Denny and Commissioners Jett and Webster can be present." The first are now scheduled for May 28-29, which in itself is unusual because the Commission ordinarily devotes less than a day to any one session of arguments.

Commission activity is expected to reach its lowest ebb during July, which is being emphasized as "vacation month" among the staff. In the absence of Mr. Denny, Comr. Ray C. Wakefield is acting chairman.

A STRATEGIC SPOT
BEAUMONT TEXAS
KFDM
560 KC.
1000 WATTS
Play your radio shots so you won't miss. In this very important THREE KEY CITY MARKET . . . Beaumont, Port Arthur, and Orange . . . your sure shot is KFDM!
REPRESENTED BY
FREE & PETERS, INC.
AFFILIATED WITH
AMERICAN BROADCASTING CO., INC.

CHINESE HAND TRICK is demonstrated by retiring and newly-elected officers of the American Television Society at annual elections meeting in New York May 8 [BROADCASTING, May 12]. Shown (l to r) are: Don McClure, N. W. Ayer & Son Inc., president; Bert Taylor Jr., DuMont Television, vice president; George Shupert, Television Productions Inc., retiring president.

WBAB-FM Claims 'First' In South Jersey Vicinity

FIRST FM broadcasts to emanate from the South Jersey area were staged by Atlantic City Radio Station WBAB-FM on the eve of the International Radio Conference May 15 (see separate story page 20) Albert J. Feyl, president of the Atlantic Press-Union Publishing Co., which owns and operates WBAB, made initial broadcast.

Station operates on 100.7 mc frequency, designated as Channel 264, under an FCC grant. Current schedule of operation for broadcasting is from 3 to 6 p. m. and from 7 to 10 p. m. Mondays through Saturdays and from noon to 2 p. m. and 3 to 7 p. m. on Sundays. Mr. Feyl, in making his initial broadcast Wednesday night, stated that he hoped Conference participants will visit his station.

WBAB is using a 3 kw transmitter, manufactured by the Federal Telephone & Radio Corp. The transmitter building is located on Absecon Boulevard and Beach Thoroughfare. Federal Telephone and Radio antennas and radio console, together with two high-fidelity Fairchild-Federal turntables, comprise WBAB-FM installation.

WORL Requests Re-hearing On Denial of License Renewal

WORL Boston, its license renewal application denied [BROADCASTING, April 28], asked FCC last week for re-hearing, contending the Commission's 3-to-1 deletion decision was unjustified and invalid.

The station claimed that re-argument, if not re-hearing, is justified in view of changes that have occurred in FCC membership and staff, and because of FCC's reliance upon the Supreme Court's WOKO Albany decision for precedent.

It was pointed out that the WOKO decision had not been handed down when the WORL oral argument was held in January 1946. The station contended it should be allowed to show how its case differs from WOKO's.

WORL claimed that less than a majority of the Commission voted to deny its application, that only three of the Commissioners who voted had participated in oral argument, and that FCC staff members who took part in the hearing had since resigned.

Why Oral Argument?

"Of what value to an applicant is an oral argument if its case be finally decided by one or more Commissioners who have not participated in the argument?" WORL asked.

It contended that "the legality of administrative action of such drastic nature as the denial of renewal of license of an established radio station on grounds of character qualifications is questionable when concurred in by less than a majority of the licensing agency."

The denial was on grounds of concealment of ownership. The station, a 1-kw daytime outlet on 950 kc, is owned by Harold A. LaFount (100% of preferred stock and 40% of common), general manager of the Arde Bulova stations and former Radio Commissioner, and Sanford H. Cohen (40% of common) and George Cohen (20%). The Commission claimed that the principals misrepresented stock ownership in "over 17 reports and applications" filed during a six-year period starting in 1937.

WORL asserted that changes in ownership were reported to the Commission when they were actually completed, and insisted that the record contains no substantial evidence to show willful misrepresentation of facts.

It requested re-hearing or re-argument as an alternative to reconsideration and grant of its renewal application.

Contrasting the WORL decision with the WOKO case, in which the Supreme Court upheld FCC's denial of renewal on grounds of concealed ownership, the Boston station declared that its own case involved no willful concealment; that FCC admittedly found no "clear motive" for the purported deception; that Mr. LaFount and the Cohens' interests in WORL were known to the Commission from the time they took title to their respective shares, and that the present WORL owners have never received dividends on their stock.

The station declared:

That the decision completely ignores the evidence on the high standing of WORL in the community and the high calibre of its program service, while choosing to attack the character and fitness of its principals without basis in fact or in the record, is convincing proof that the findings and conclusions should be re-examined and re-appraised in strict accordance with the record.

WORL said that "since [the station owners'] character has heretofore not been in issue, a re-hearing is required for the purpose of presenting evidence" on this point.

In denying the station's renewal application, FCC dismissed as moot a pending application for sale to Bitner Broadcasting Corp. for $200,000 and invited other applications for WORL's facilities until June 1. WORL said this action was "arbitrary and capricious" and violated the Communications Act, declaring that FCC's only alternatives were to grant the sales application or set it for hearing.

Two applications for WORL's facilities are pending, filed before the decision was issued. They were filed by Pilgrim Broadcasting Co., a group of 22 business and professional men, and Beacon Broadcasting Co.

FCC's decision to delete WORL, giving it until Aug. 31 to terminate its affairs, was adopted on vote of Chairman Charles R. Denny and Comrs. Ray C. Wakefield and Clifford J. Durr. The dissent was by Comr. E. K. Jett. Comrs. Rosel H. Hyde, Paul A. Walker and E. M. Webster did not participate.

An appeal to the courts is anticipated if re-hearing is denied. Its petition was filed by John P. Southmayd of the Washington law firm of Fisher, Wayland, Duvall & Southmayd, WORL counsel.

The "Magic" of a New Market
More than 200,000 Southern Californians now have their own "Local" radio station for the first time.
CALIFORNIA
KOCS
ONTARIO
KOCS AM+FM
TRACY MOORE, REPRESENTATIVE
The Voice of Pomona Valley

CBS STATIONS
Cover All of Oklahoma

KTUL
5,000 WATTS

KOMA
50,000 WATTS

No "Spotted Coverage" when you use spots on these Sooner Twin stations

Avery-Knodel—National Representative

Hon. Keith Shaffer
Erwin, Wasey & Co.
New York City
Dear Keith:

It's a good thing Jesse James ain't around these days or I'm sure he'd be headin' towards Charleston. Bank clearings for the first three months of 1947 totalled 87 million dollars — 5 million more than the same period last year. I'm not much on figures but when it comes to dollar bills, I reckon that's a lot of them. But like I've been writin' all along, we not only have coal, oil, gas and the largest chemical plants in the world, but there's also GOLD IN THESE HILLS!

Yrs.
Algy

WCHS
Charleston, W. Va.

HORACE N. STOVIN
AND COMPANY
•
RADIO
STATION
REPRESENTATIVES
•
offices
MONTREAL • WINNIPEG
TORONTO

MORE LISTENERS THAN ANY TWO PRIVATE COMMERCIAL STATIONS IN THE HUNDRED MILLION DOLLAR RETAIL MARKET OF EASTERN CANADA
B.B.M.
5000 WATTS
630 KC
Ask Jos. Weed & Company
350 Madison Ave., N. Y.
CFCY
The Friendly Voice of the Maritimes
CHARLOTTETOWN

IN CANADA
WINNIPEG
is a "MUST" buy
Men Who Know
select
630 KC. CKRC NOW 5KW
REPRESENTATIVE - WEED & CO.

5000 WATTS 1330 KC.
WEVD
ENGLISH • JEWISH • ITALIAN
National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.
Send for WHO'S WHO on WEVD
WEVD — 117 West 46th Street, New York, N. Y.

WSM Bond Asked in 650 kc Dispute

Daytimers Cite Expense If Litigation Stops Operations

TWO DAYTIME STATIONS on WSM Nashville's clear channel proposed last week that WSM be required to post $100,000 bonds if it succeeds in getting a stay order stopping the effectiveness of their grants.

The stations—WSVS Crewe, Va., and WJSW Altoona, Pa.—already are operating. WSM contends they are causing interference to its own operation, has taken an appeal to the U. S. Court of Appeals for the District of Columbia, and has asked the court for a stay order until the appeals have been decided [BROADCASTING, May 12].

If WSM loses the appeals, the bonds requested by WSVS and WJSW would be used to make up financial losses suffered by the stations during their time off the air.

Both stations contended no stay orders should be granted, insisting in lengthy briefs that FCC was within its rights in issuing the daytime grants, that WSM has failed to show what or how much interference it allegedly receives, and that they themselves would suffer heavy financial losses if required to go off the air until litigation is completed.

Both submitted affidavits of George C. Davis, Washington radio consulting engineer, outlining actual measurements which they said revealed that neither WSVS nor WJSW is causing objectionable interference as alleged by WSM.

Regarding daytime skywave—a major factor of WSM's appeal since FCC Standards do not recognize its existence—Mr. Davis said his measurements, made May 8-9, revealed no daytime skywave interference "of any consequence whatsoever."

June 2 Hearing

The question of daytime skywave in general is to be considered by FCC in a hearing called for June 2, looking toward formulation of appropriate rules and standards [BROADCASTING, May 12]. In the meantime, the Commission is withholding action on pending applications for daytime or limited-time use of Class 1-A or 1-B channels.

This fact was called to the court's attention last week by WSM in an additional statement on its petition for a stay order. WSM said the Commission "presumably" will withhold action on WSVS and WJSW's applications for regular licenses, pending the daytime skywave hearing, but that a stay order is necessary to get them off the air.

Similar "additional statements" were filed by WGN Chicago and WJR Detroit in connection with their requests for stay orders against daytime grants to WFFV Richmond (720 kc, 1 kw) and Southeastern Broadcasting Co. at Clanton, Ala. (760 kc, 500 w). The Richmond and Clanton stations have not begun operation.

Activities Outlined

J. S. Woods, vice president of WJSW, said in an affidavit that his station started broadcasting Feb. 23 on 650 kc with 250 w. He said it has spent $32,000 on construction; that it has advertising commitments covering a period of a year and totaling more than $100,000; that its advertising business totaled $9,000 in May and will reach $10,000 in June; that net profits before taxes totaled $4,000 in May and are expected to be at least $5,000 a month in the future. He said WJSW has continuing expenses of at least $260 a month exclusive of salaries for its staff of 15, and that it has an affiliation contract with MBS and a contract to broadcast the 1947 and 1948 games of the Pittsburgh National Baseball Club.

"At no time," he said, "has WJSW received, or even heard of, any complaint of any kind or character from anyone with respect to interference to signals received from WSM."

William L. Willis, general manager and secretary of WSVS, asserted that the station had been on the air since April 4 on 650 kc with 1 kw. He said WSVS has time contracts totaling $55,000 which are being fulfilled at the rate of $5,000 a month; has spent $25,000 on construction and owes $12,700 more; has continuing expenses (for rent, telephone lines, maintenance personnel, and contracts for news and transcription services, etc.) totaling $884 a month, and employs a staff of 16.

In asking for the stay orders, WSM has pointed out that a similar order was issued by the same court stopping effectiveness of a daytime grant to Patrick Joseph Stanton at Philadelphia on WCKY's 1530-kc 1-B channel [BROADCASTING, April 28]. Both WSVS and WJSW contended that their own cases differed from the WCKY-Stanton proceeding—that Mr. Stanton had not completed construction, that WCKY submitted data outlining the extent of interference alleged, and that the Stanton grant was for a 10-kw operation, compared to 1 kw and 250 w for WSVS and WJSW respectively.

The brief for WSVS, an intervenor in the WSM appeal, was prepared by the Washington law firm of Welch & Mott. WJSW, not an intervenor, submitted its arguments in a "motion to accept and consider opposition to petition for stay order." The motion and accompanying brief were prepared by Dwight E. Rorer of the Washington firm of Dow, Lohnes & Albertson. WSM's petition, and also those of WJR and WGN, was handled by Kelley E. Griffith of the Washington office of Kirkland, Fleming, Green, Martin & Ellis.

Wins $9,000

A PRETTY, YOUNG stenographer left the studios of WSM Nashville last week richer by $9,000 in prizes. For the best entry completing the sentence "I like Spic and Span because . . . " in 25 words or less, Miss Evelyn Mayfield won the grand prize of a $5,000 prefabricated house and $4,000 cash. A pickup from WSM on Procter and Gamble's *Life Can Be Beautiful* show featured an interview between Miss Mayfield and David Cobb, WSM announcer.

Waterman Renews

L. E. WATERMAN Co., New York, effective Sept. 13 for 52 weeks, renews sponsorship of *Gang Busters* on ABC, Saturdays, 9-9:30 p. m. Agency is Charles Dallas Reach New York.

FARMERS
Prefer WIBW because we've served their interests for 20 years. WIBW is the farm station for Kansas and adjoining states.
WIBW The Voice of Kansas in TOPEKA

Upcoming

May 26-27: NAB District 3, Lord Baltimore Hotel, Baltimore.
May 28: FMA Region 2 (Ohio, Ind., Ky., W. Va.), Gibson Hotel, Cincinnati.
June 1-2-3: NAB District 1, Somerset Hotel, Boston.
June 2-4: Second Annual Distribution Congress and 12th Annual Convention of Natl. Federation of Sales Executives, Biltmore Hotel, Los Angeles.
June 9: Informal Engineering Conference on network television, FCC headquarters, New Post Office Bldg., Washington, D. C.
June 9-12: Canadian Assn. of Broadcasters Annual Meeting, Jasper, Alta.
June 10-12: RMA Annual Convention, Hotel Stevens, Chicago.

CCBS Engineers Preparing Skywave Transmissions Data

ENGINEERS of 11 member stations of the Clear Channel Broadcasting Service met in Washington last week to plan the CCBS presentation for FCC's June 2 hearing on daytime skywave transmissions.

The group met with John H. DeWitt Jr., CCBS engineering supervisor who is expected to lead the organization's presentation; Victor A. Sholis, CCBS director, and Reed T. Rollo and Russell Eagan of the Washington office of Kirkland, Fleming, Green, Martin & Ellis. Messrs. Rollo and Eagan represented Louis G. Caldwell, CCBS counsel, who is recuperating from a recent illness.

Mr. Sholis said CCBS, which had petitioned for a continuance of the clear channel hearings from June 2 to mid-October because of Mr. Caldwell's illness, plans no similar request in connection with the skywave hearing. He pointed out that the latter would be largely technical, and that the legal phases would be handled by Messrs. Rollo and Eagan.

The question of daytime skywave, which is not recognized under FCC's present rules and standards, has been one of the main grounds on which clear channel stations have fought the licensing of daytime outlets on their frequencies. They have persistently argued that they receive daytime skywave interference from daytime clear-channel grants, and CCBS petitioned earlier for a year's investigation of the subject.

It was thought that at least some of the CCBS members would make individual presentations at the hearing, in addition to that of Mr. DeWitt.

Those present at the conference were William Alberts, WLW Cincinnati; George Reynolds, WSM Nashville; A. W. Shropshire, WSB Atlanta; Morris Pierce, WJR Detroit; Carl Meyers and Joseph Turner, WGN Chicago; Charles Jeffers, WOAI San Antonio; J. D. Bloom, WWL New Orleans; G. E. Hagerty, KDKA Pittsburgh; Paul Loyet, WHO Des Moines; Thomas Rowe, WLS Chicago; Orrin Towner, WHAS Louisville; George Lewis, WCAU Philadelphia.

RBC Meets to Plan Strategy on Clears

Group Now Awaiting Resumption Of Hearings by FCC

REGIONAL BROADCASTING COMMITTEE, organized several years ago to combat efforts of the Clear Channel Broadcasting Service to retain 1-A classifications, met in New York last Wednesday to plan its strategy for resumption of the clear channel hearings before the FCC.

Originally scheduled to resume June 2, at which time final technical testimony was to be adduced, hearings have been postponed but no date yet has been set for resumption. FCC sources have indicated that postponement beyond one month or early July would not be authorized. Clear Channel Broadcasting Service, however, seeks a postponement until fall because of the illness of its chief counsel, Louis G. Caldwell.

The committee, meeting at the request of John Shepard III, chairman of the Yankee Network and of the RBC, explored prospective courses of participation in the windup proceedings and, if necessary, plans for raising additional funds from regional stations. Counsel for the group is Paul D. P. Spearman, Washington.

Present at the meeting in addition to Chairman Shepard were: Walter J. Damm, WTMJ Milwaukee; T. A. M. Craven, Cowles Broadcasting Co., Washington; Ed B. Craney, general manager of Pacific Northwest Broadcasters, and Hoyt B. Wooten, WREC Memphis.

NBC MIDWEST PROGRAM MEETING IS PLANNED

CLARENCE L. MENSER, NBC vice president in charge of programs, will deliver the opening address of the second annual NBC Central Division program and production managers' meeting in Chicago Wednesday (May 21). More than 50 representatives of NBC affiliated stations in the Middle West are expected to attend the three-day conference.

Mr. Menser will set the keynote by speaking on "What can a station manager expect from his program manager?"

Other speakers will include: William Weddell, a vice president of Leo Burnett Co. Inc.; Homer Heck, an NBC Central Division production director; Lyle De Moss, program director of WOW Omaha; Jack Ryan, Press Dept. manager at NBC Central Division; William Ray, news and special events manager, NBC Central Division; Thomas C. McCray, former NBC program manager recently named administrative assistant to the NBC vice president in charge of finance; Jim Robertson, program manager of WTMJ Milwaukee, and Dave Garroway, disc m.c. of WMAQ Chicago.

Outlook Brightens For Unified Census

OUTLOOK FOR a unified census which would include re-establishment of a manufacturing census discontinued in 1939 was improved last week despite a House action Wednesday which cut the census appropriation from $11,500,000 to $5,000,000.

Rep. Harold C. Hagen (R-Minn.), author of a House bill to authorize the unified census said he expected a favorable vote within a month. After that, he told BROADCASTING, a deficiency appropriation might be passed to insure the new census going into effect.

Sparking the drive for the census was Sen. Albert W. Hakes (R-N. J.), author of an identical bill which passed the Senate on May 6. It was learned that Senator Hawkes has consulted with Senate Appropriation Committee leaders in the hope that the upper chamber may restore the House cut.

Senator Hawkes has received nationwide support from manufacturers and distributors who are particularly anxious to see the census go into effect since there has been no complete census of manufacturers, mining, distribution or the service trades since 1939.

He maintains that the unified census would actually effect a saving to the government of more than a million dollars, since under provisions of his bill, all business census would be completely coordinated.

NOW IS THE TIME . . .

For all wise time-buyers to check on the *new* radio picture in Worcester, New England's third largest city.

WNEB

Worcester's only independent station, is in *second* place for share of audience against 4 networks rated.

•

For High Rating and Low Rates, It's

WNEB

WORCESTER

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Kettell-Carter, Inc.
Park Square Bldg., Boston

BAHA'I

The Coming of World Religion

1.

THE STORY OF THE BAHA'I FAITH is the great spiritual drama of our day.

In this drama the struggles of a tormented society acquire meaning and purpose, so that the human heart can find a way out of the wilderness of unfaith which the world has become.

Wars of nations, suspicions of races, schemes of classes, claims of creeds—all enact their roles as contestants summoned to hear verdict pronounced by a higher Power.

The Baha'i story is the story of the coming of that higher Power and the nature of the world era He has established by a new revelation of truth to men.

Baha'i literature free on request

BAHA'I PUBLIC RELATIONS
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FOLDING MONEY

WAIR's market is made up of people with an everlasting supply of big money. No other medium can steer more of this cash your way than WAIR.

WAIR

Winston - Salem, North Carolina
Representative: The Walker Company

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Important advertising

desks in America

Advertising Age
The National Newspaper of Marketing
100 E. Ohio St. Chicago 11, Ill.

National Advertisers

When Shopping for BIG RETURNS in the Maritimes, your best "MARKET BASKET" is CHNS . . . Ask

JOS. WEED & CO.
350 Madison Ave., New York

They also know about our new 5000-WATT TRANSMITTER

CHNS
HALIFAX NOVA SCOTIA

ARE YOU MOVING?

WE'D like to move with you. Please tell us three weeks in advance your new address. You'll not miss an issue of . . . . .

BROADCASTING
TELECASTING

Radio Called Liquor Trade Servant

Medium Blasted by Dry Leaders Testifying On Capper Bill

RADIO was singled out last week as a "brazen servant" of the liquor industry. The charges were made in the course of testimony by some 30 representatives of various "dry" organizations in favor of S. 265, a bill by Sen. Arthur Capper (R-Kan.) to ban liquor advertisements in interstate commerce.

Opposed to the legislation were about 14 representatives of national advertisers, labor unions and railroads. But they were outnumbered by the "drys"—about 400 strong — who applauded their spokesmen so vigorously at times that Sen. Clyde M. Reed (R-Kan.), chairman of the Interstate & Foreign Commerce subcommittee hearing the testimony, had to use his gavel to restore order.

One of the most dramatic arguments against the Capper bill came from a former "dry" leader, Mrs. Charles J. Schroeder, former national president of the Women's Moderation Union. She opposed passage of the bill as "a step toward national prohibition."

"There are no new arguments the drys can produce today," she said, "that would warrant this Congress to adopt S. 265 and cripple the alcoholic beverage industry and its allied trades, which are adding millions of dollars to our taxes and to our Treasury, as well as providing good jobs for returned GI's and other men and women."

To "dry" charges that the liquor industry is contributing to the delinquency of children she replied: "Do not blame a legitimate industry for the negligence of parents in the upbringing of their children, any more than you would blame the manufacturing of automobiles because a large number of people are killed each year through motor vehicle accidents."

Cites 'Hidden Teeth'

The Capper bill, which would "prohibit the transportation in interstate commerce of advertisements of alcoholic beverages," she said, contained hidden teeth that would be tantamount to another prohibition act.

The bill has been introduced in every Congress since the 73rd, but this was the first time it had been accorded a hearing—a victory for the "drys" and for Senator Capper. Observers who were inclined to treat the hearing lightly were warned by committee sources not to "laugh it off," since there is unusual pressure on the Senate this year for passage of the measure.

They indicated there was some chance of a favorable committee report on the proposal and pointed to a possible 30 senators from some 15 states where there is either state-wide prohibition or local option prohibition who might vote for it.

Dry testimony was marshalled by Methodist Bishop Wilbur E. Hammaker of Denver, who led off with a denunciation of liquor and the liquor industry. He characterized the liquor business as "sordid, shameful, slimy, scrofulous, rather than glad, noble and fine as the 'ads' try to tell us."

Bitterest tirade against radio came from Baptist Minister Sam Morris of San Antonio, who for 12 years has been conducting *Voice of Temperance* over XEPN XEAW XERA XELO and XEG, Mexican border stations. He accused the networks of "blanketing" areas where the sale of beer and wine is illegal with "audacious" and "lurid appeals" which he called "misrepresentation and deceit at their worst."

He charged CBS, through its affiliates, WKRC WHAS and WLAC, had "outraged public sentiment" by "barging" into dry counties with beer and wine advertising. He said Columbia's *Alcohol and You* series was an "odious example of the 'free time' hoax perpetrated by radio stations and networks pretending to present the controversial liquor discussion in the public interest."

Senator Capper testifying Monday

Mr. Morris had more than oratory to make his point. He held up a series of maps with white and black patches to show how radio "outrageously flouts" the will of the voters in dry areas.

CBS, he declared, is the "chief derelict" primarily because it does not fairly present the "other side" to its listeners. *Alcohol and You*, he continued, was only a "buffer to offset just and right claims . . ."

Other witnesses who testified against the bill included Isaac W. Digges, representing the Assn. of

(*Continued on page 86*)

Newspaper Radio Listings Inadequate, 'Boston Herald' Readers Agree in Poll

THAT NEWSPAPERS do not give radio programs adequate coverage was the overwhelming opinion of *Boston Herald* readers polled this month by Rudolph Elie Jr., the paper's radio editor.

Vote was taken through Mr. Elie's *Herald* column, "Reserved for Radio." Total of 1,377 *Herald* readers voted "no" to the question, "Do newspaper give radio programs adequate coverage?"; only 179 voted "yes."

Serenely disregarding C. E. Hooper, et al., with the individuality for which Bostonians are noted, other respondents in the *Herald* poll voted the *Bob Hope Show* as the worst national program, followed by *Phil Harris* and *Abbott and Costello*. Their favorite national radio show by a comfortable margin was *Fred Allen*, with *Information Please* and the *Telephone Hour* following.

Boston Herald readers also gave Fred Allen the nod as the most consistently entertaining program, with *Edgar Bergen Show* runner-up. Questioned by mail about their attitude toward commercials, 878 respondents said they ignored them, 611 that they "don't mind" them, and 243 that they "detest" sponsor's messages.

A substantial majority said they would like to hear more good music, plays, and comedy shows, in that order. WBZ Boston was the local station listened to most consistently, according to the *Herald* poll, followed by WEEI, WHDH and WBMS, in that order.

A detailed breakdown follows:

DO NEWSPAPERS GIVE RADIO PROGRAMS ADEQUATE COVERAGE?	
No	1377
Yes	149
No Answer	489
FAVORITE PROGRAM (NATIONAL)	
Fred Allen	434
Information Please	302
Telephone Hour	244
Voice of Firestone	208
Fibber McGee	153
Henry Morgan	140
Bing Crosby	135
Charlie McCarthy	133
N. Y. Philharmonic	33
20 Questions	27
Other	136
No Answer	72
WORST PROGRAM (NATIONAL)	
Bob Hope	233
Phil Harris	184
Abbott and Costello	144
Truth or Consequences	109
Red Skelton	96
Queen for a Day	95
Frank Sinatra	67
Hildegarde	59
It Pays to Be Ignorant	44
People Are Funny	43
Other	340
No Answer	601
CONSISTENTLY ENTERTAINING	
Fred Allen	290
Edgar Bergen	268
Fibber McGee and Molly	196
Bing Crosby	103
Henry Morgan	60
Amos and Andy	42
Jack Benny	41
Other	80
No Choice	197
MOST OVER-RATED	
Bob Hope	133
Jack Benny	117
Eddie Cantor	116
Frank Sinatra	60
Phil Harris	55
Abbott and Costello	55
Kate Smith	30
Other	230
No Choice	1201

Trends

(Continued from page 13)

ent one is better than some we *might* get!"

"New laws are NOT needed. Clarification of limitations of FCC authority under present law is needed!, and laws are made largely by court decision. With a new law we wouldn't know where we were for years."

"New law needed to clarify."

"New law needed that will state in definite terms the authority and power of the FCC."

With 80% of the panel indicating their opinions that new legislation is needed, the next question which asked in detail many (not all) of the factors which should be considered in a new law becomes highly significant. The specifics listed on the ballot divide roughly into three general areas: programming, business, and procedural and general policies. The replies to the question are shown for each category.

In the general area of programming policies, a majority of broadcasters in the panel feel that a new law should provide for authorization of editorialization on the air (77%); for the identification of commentators to distinguish them from straight news programs (64%); and for the definition of "public interest" or "public service" programs (61%). (See Table II.)

Less than one-third of the respondents favor any provision to eliminate racing result programs, while better than half of them say that this should not be included in any new law.

Three-quarters of the panel or better were against each of the other "programming" items, with the largest negative vote cast against any provision which would establish a required ratio of local against wire news in news broadcasts (92%).

Of the eight "business" provisions, only two were favored by a majority. 73% of the panel want to see provisions in a new law for rules governing multiple station ownership in the same area (duopoly), and 58% favor limitation of the number of stations one licensee may own. A majority of the panel were against provisions for all of the other "business" items, with particular emphasis on any price-fixing formula for station sales prices (90% of the panel were against such a provision). (See Table III).

In the third category, covering procedures and general radio policy, a majority of the respondents were in favor of nine of the 12 items. Most sought by the broadcasters is legislation to clearly specify rules governing granting of temporary licenses (87%); separation of the FCC into broadcast and common carrier divisions (85%); specific rules for granting hearings (83%); rules for day-time grants on clear channels (80%); and time limits for FCC decisions (75%), (See Table IV.)

Only three items failed to win a majority approval: less than a third (29%) were for incorporating the FCC into a government (department under Cabinet status) and thereby terminating its independent agency status; an increase (15%) or reduction (14%) in the number of FCC commissioners. In all three of these cases, the negative votes were relatively low but there was considerably more indecision than in the other nine items.

DISTRIBUTION OF THE SAMPLE

The panel for the ballot was assembled in conformity with the rigid standards adhered to in all TRENDS surveys to guarantee its representative nature. In order to underscore that the results represent the opinions of a cross-section of broadcasters on this important subject, the details of the sample on all four control factors are shown in Table I,—by area, network affiliation, base rate and city size. In each table the first column is the actual distribution of all commercial AM stations in operation Sept 1, 1946; the second column shows the actual distribution of the 200 cases in the panel.

TABLE 1

BY AREA

	% of all Stations (1)	Sample (2)
Pacific	11.9%	11.9%
Mountain	7.6	7.5
W. North Central	10.6	11.4
W. South Central	11.5	11.9
E. North Central	14.5	14.9
E. South Central	7.7	7.5
Middle Atlantic	12.4	11.4
S. Atlantic North	5.7	4.0
S. Atlantic South	11.9	13.0
New England	6.2	6.5

BY RATE

Class "A" — one-hour, one-time rate		
Less than $100	52.9%	52.7%
100 - 199	29.0	29.4
200 - 299	8.6	8.9
300 - 399	3.9	4.0
400 - 499	2.6	3.5
500 and over	3.0	1.5

BY NETWORK AFFILIATION*

	% of all Stations (1)	Sample (2)
ABC	21.8%	22.3%
CBS	15.3	15.4
MBS	30.8	32.8
NBC	15.5	14.0
Independent	20.4	19.0

* Some stations are affiliated with more than one network.

BY CITY SIZE

Population of Home City		
500,000 & over	10.7%	9.5%
250,000-500,000	9.3	8.5
100,000-250,000	12.7	12.9
50,000-100,000	14.7	14.4
25,000- 50,000	14.9	14.4
10,000- 25,000	24.2	25.4
5,000- 10,000	10.2	10.9
2,500- 5,000	2.1	2.0
Under 2,500	1.2	2.0

(1) Base=all commercial AM stations in operation Sept. 1, 1946.

(2) Base=200 panel respondents, selected to meet sample requirements from a net return of 246 ballots. Original mailing 350, for a return of 70.3%.

Southern California Assn. Elects KWKW's Beaton

WILLIAM BEATON, KWKW Pasadena, Calif., general manager, was elected president of Southern California Broadcasters Assn. last week. He succeeds Robert O. Reynolds, KMPC Hollywood vice president and general manager.

Other officers include: Ernest Spencer, KVOE Santa Ana general manager, vice president; Thelma Kirchner, KGFJ Hollywood, secretary-treasurer. Directors are: Mr. Reynolds; Lee Wynne, KGER Long Beach general manager; Cal Smith, KFAC Los Angeles general manager, and Harry Witt, CBS Western Division assistant general manager.

HOUSE VOTES DOWN BILL FOR EXCLUSIVITY OF AP

LEGISLATION which would restore exclusivity to the Associated Press was voted down last Thursday by a House Judiciary subcommittee.

Rep. John W. Gwynne (R-Ind.), chairman of the group, said there was "substantial agreement" to make the adverse report to the full committee. He added, however, that he did not know what action the full committee might take or when his own recommendation would be acted upon. The measure [BROADCASTING, May 5] was introduced in the House by Rep. Noah M. Mason (R-Ill.) as a result of the Supreme Court ruling last summer, prohibiting the AP from keeping its service exclusive for picked member papers. The full committee can either "table" the bill or put out a report with a recommendation for House action. Opponents of the legislation claimed its passage would open the door to greater concentration of monopoly powers in the newspaper business, and possibly set a precedent by which other industries might find loopholes in the Anti-Trust laws.

FIRST FM call letters in Canada have been assigned to FM outlet of CKWS Kingston, Ont. Call letters are CKWR, and station is operating with 250 w on channel 242 (96.3 mc). CKWR is using same programs as CKWS. The new FM outlet went on the air last week.

WBTM
DANVILLE, VIRGINIA
The Voice of the Rich Piedmont Region
(SOON 5000 WATTS)
PHONE SANDY GUYER
DANVILLE 2350
** BMB says 95 percent of the families in Danville and Schoolfield listen to WBTM regularly.*
American Broadcasting Company
GEORGE P. HOLLINGBERY CO.
National Representatives

The SCHOOL *of* RADIO TECHNIQUE
NEW YORK • CHICAGO
America's Oldest School Devoted Exclusively to Radio Broadcasting
Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.
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NEW YORK 20, N.Y.: RADIO CITY, R.K.O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue

Oscar Rose's
RADIO BROADCASTING AND TELEVISION
An Annotated Bibliography
Clothbound $1.25 Postpaid
Outlines the contents of nearly 1000 books and pamphlets under many headings. Tells what has been written and where to find it.
H. W. WILSON COMPANY
970 University Ave., N. Y. 52

First WITH THE MARKETING NEWS
Advertising Age
The National Newspaper of Marketing
100 E. Ohio St., Chicago 11, Ill.

Capper

(Continued from page 84)

National Advertisers Inc. Mr. Digges warned that passage of the bill might lead to attempts to bar other commodities from advertising. He declared the measure could be extended "next week to tobacco advertising, to all drug advertising and to a host of other commodities."

"As for radio," he continued, "with the degree of self-government that has been achieved in that medium it would seem to me that a suggestion that it needs regulation as to alcoholic beverage advertising would be a slap in the face. The greatest of the national chains prohibits all wine and hard liquor advertising."

He praised the four networks for their record in turning down all 'ads' for hard liquors and pointed out that if the California wine 'ads' which are accepted were "really offending the public interest, they would have heard long since from the Communications Commission, which has not been silent on other aspects of radio advertising."

CP Is Deleted

DELETION of construction permit for new standard station on 1340 kc, 250 w, fulltime, at Redding, Calif., was authorized last week by FCC upon petition by the applicant, Wonderland Broadcasting Co. Ltd. Call letters KWOB also were deleted.

Advertisers are cashing-in on KSFO's music policy. Write for the "Music Story" and learn why 3 out of 4 San Francisco-Oakland Bay Area radio families prefer KSFO to any other independent station, or ask your Universal Radio Sales representative.

WESLEY I. DUMM, President

Represented by Universal Radio Sales

KSFO 560 *SAN FRANCISCO*

Urge Fund to Promote Radio Medium

NAB Group Will Conduct Proposal for Major Ad Project

INDUSTRYWIDE campaign to promote broadcast advertising as an effective means of selling goods was projected Thursday at the opening session of a two-day meeting of the NAB Sales Managers Executive Committee. The campaign idea will be studied by a special subcommittee to be named by Odin S. Ramsland, KDAL Duluth. The committee met at the Ambassador Hotel, Atlantic City.

The promotion project developed during discussion of a report submitted by the Sales Promotion Subcommittee, of which Hugh Higgins, NAB Assistant Director of Broadcast Advertising, is acting secretary. Benefits from the industrywide retail promotion campaign in the early 40's, which led to offer by Joskes of Texas to conduct a one-year retail radio clinic, were cited.

Top-Level Operation

The special subcommittee will investigate the need for an overall presentation of the broadcast advertising story from the top level; form such a campaign should take; method of operation; probable cost; how financed. A report will be submitted to the committee's next meeting.

In discussion of the promotion plan it was brought out that ANPA spends roughly a million dollars a year to promote newspaper advertising, over 50% as much as the entire NAB operating budget.

Mr. Higgins reviewed NAB promotion activities and said that first of a series of speeches for use by industry members would be ready in a few days. He told of NAB participation in the RMA radio set drive and National Radio Week.

Warning against dangers involved in bulk sale or brokerage of time was sounded by the committee at its meeting.

The warning was issued after long discussion of a report by the Subcommittee on Sales Practices, headed by John W. Kennedy, WHAM Rochester. The subcommittee report was discussed Thursday, with further consideration slated for the Friday committee meeting.

Other topics in the subcommittee's report included multiple vs. single rates, uniform definitions and terminology; payment of commission on talent sales; single rate card, or "general" and "retail" rates.

Search for a new term for "spot broadcasting" failed to produce a substitute. The problem had been studied by a subcommittee headed by H. Preston Peters, Free & Peters. The committee agreed that the term was so firmly entrenched that adoption of a substitute would be a serious undertaking, and also noted that millions had been spent in promoting the term. Recommendation was adopted that agencies, representatives, stations, advertisers and others cease using the term "spot."

Arthur C. Stringer, NAB Director of Special Services, reported on his series of station management studies conducted during the past year. He also told of the series of news clinics he had conducted throughout the nation and said that news had been a profitable operation in 1946.

Participating in the two-day meeting for NAB, besides Messrs. Higgins and Stringer, were Frank E. Pellegrin, Director of Broadcast Advertising; C. E. Arney Jr., secretary-treasurer; Lee Hart, Assistant Director of Broadcast Advertising.

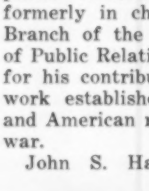
Committee members present, besides Chairman Ramsland and Mr. Kennedy, were Ray Baker, KOMO Seattle; Bill Bennett, KXYZ Houston; J. Robert Gulick, WGAL Lancaster; Arthur Hull Hayes, WCBS New York; James V. McConnell, NBC; Louis Read, WWL New Orleans; Eugene S. Thomas, WOR New York. William D. Murdock, WOL Washington, did not attend the Thursday meeting. Associate members present, besides Mr. Peters, were Lewis H. Avery, Avery-Knodel, and Joseph J. Weed, Weed & Co. Walter Johnson, WTIC Hartford, represented Paul W. Morency, WTIC, board liaison member. Harry R. Spence, KXRO Aberdeen, Wash., attended as liaison member but Edgar Kobak, MBS, was unable to be present.

FOUR INDUSTRY FIGURES GIVEN BRITISH CITATION

Mr. Kirby (r) receives the O.B.E. from Lord Inverchapel.

TWO INDUSTRY figures were among those receiving the Order of the British Empire, presented by Lord Inverchapel, British Ambassador to the U. S., May 9 in Washington. Edward M. Kirby, public relations counsellor, and formerly in charge of the Radio Branch of the War Dept. Bureau of Public Relations, won the O.B.E. for his contributions to the teamwork established between British and American reporters during the war.

John S. Hayes, WQXR New York station manager, ex-head of American Forces Network, received the award for his part in the Allied Expeditionary Forces Program which provided radio coverage to Allied troops in Europe.



Mr. Hayes

Thomas H. A. Lewis, vice president in charge of radio and manager of Hollywood operations for Young & Rubicam, was presented with the O.B.E. in Hollywood May 12. Mr. Lewis was head of Armed Forces Radio Service during the war. Loyd C. Sigmon, chief engineer of KMPC Hollywood, and ex-radio officer in charge of ETO, was given the O.B.E. at the same time.

LINCOLN MILLER TAKES POST WITH KXOA-KXOB

LINCOLN W. MILLER, until recently associate chief of international broadcasting for the State Dept., has been appointed to the combined post of chief of facilities and engineering for KXOA Sacramento and the new KXOB Stockton, Calif., and program operations manager of KXOA. During the war Mr. Miller was chief of communication facilities and program operation for all OWI-originated U. S. international shortwave programs emanating from the West Coast.

Both KXOA, a 250-w fulltime outlet on 1490 kc, and KXOB, a 1-kw fulltime station which was scheduled to begin operation May 15 on 1280 kc, are MBS-Don Lee affiliates. Lincoln Dellar is executive director of both stations. Sacramento Broadcasters Inc. is licensee of KXOA and Valley Broadcasting Co. of KXOB.

Executive personnel chosen to direct operations at KXOB includes Herb Ferguson, former manager of KFRE Fresno, station manager; I. Earle Russell, promoted from his former program post at KXOA, program director, and Ewald Berger, promoted from staff engineer at KXOA, chief technician.

Mr. Ferguson

Air-conditioned studios and offices of KXOB are located at 2013 Pacific Ave., Stockton, and the transmitter is three miles east of the city. Station will be represented in the East by Adam J. Young Jr. Inc.

Trammell

(*Continued from page 16*)

ning similar sessions with stations.

Mr. Trammell indicated in his letter to Mr. Bannister that while various meetings with affiliates, coupled with the advisory committee sessions, provided an adequate means of discussing and solving common problems, "if the majority of our affiliated stations accept your invitation and wish to form an organization such as that contemplated by your committee, we, in the spirit of our democratic way of doing things, will abide by their decision."

Possible revisions of commercial practices introduced at NBC station meetings in the early spring were said by NBC officials to have been projected to stimulate review of present standards.

Limited Intentions

Because of the limited intentions behind the network presentation, NBC authorities were reportedly surprised when the discussion was interpreted by some affiliates as constituting an enunciation of network policy.

The network's station break proposals called for reduction of chain-break announcements to one per hour and the elimination of double spotting. NBC sources pointed out that this and other suggestions had been proposed in relation to a larger subject of discussion — a sweeping review of the whole rate structure now prevailing in radio.

Affiliates were reportedly told that the reduction of chain breaks would not necessarily connote a reduction of revenue, providing chain-break rates were revised. Network officials thought it possible that rates could be substantially raised, particularly for chanbreaks at desirable hours, thus equalizing income despite the lessening of the number of such announcements.

The NBC presentation in which these issues figured was intended to open discussion on the broad subject of reviewing present radio practices in the light of responsible criticism and was based on a seven-month study of radio practices by Ken R. Dyke, NBC vice president in charge of broadcast standards and practices, it was said. Mr. Dyke was quoted as having concluded that "there was a big area of legitimate criticism which requires consideration by the industry and does not call for brushing off."

Deficiencies Cited

The major deficiencies of present broadcasting practices as revealed in research demanded corrective action, Mr. Dyke was said to have told the affiliates. As an effort to arouse the interest of stations in seeking cures for radio's ills, Mr. Dyke proposed a number of specific suggestions which, he made it clear, were intended only to arouse discussion.

Mr. Dyke was said to have regarded the meetings as highly satisfactory because they achieved his purpose in encouraging serious thinking on the subjects which he discussed.

Among other specific proposals was one that all commercials on network programs should be included in the format of the shows, thus limiting the number of spot announcements. No limit, however, was to be placed on the number of products a sponsor could advertise on any program.

BRAYING A FEW WORDS coast to coast over WOL-Mutual is a Jackass Penguin at the Washington Zoo, one of several brought back from the South Pole by Admiral Byrd. Macon Reed Jr. (r), WOL Washington reporter, is making with the wire recording equipment. Other characters in soup and fish are unidentified.

Petrillo

(*Continued from page 18*)

treasury the committee feels that some public check should be kept of the uses of the fund.

The committee also wishes to determine the extent of AFM interference with the development of FM, television and the exchange of music between nations. Mr. Nixon pointed to the recent Montreal Music Festival as an illustration of the restrictive effect AFM tends to exert on cultural growth and exchange.

He said that more than 5,000 children of the United States and Canada met in Montreal for the Festival. The Montreal AFM local demanded standby musicians when Festival Director Dr. Irvin Cooper proposed recording parts of the Festival. Dr. Cooper's refusal to meet AFM demands resulted in his resignation from the union and a subsequent "trial" by AFM.

Public clamor resulted, however, in an FM shift which brought eventual cooperation from the union, and use of the "welfare fund" to pay standby musicians. Both Mr. Kearns and Mr. Nixon were in Montreal at the time, and made a full investigation of the affair, which Mr. Nixon said might have had a serious effect on Canadian-American relations. Third member of the group preparing the AFM investigation is Rep. Graham A. Barden (D-N. C.).

WKBW Buffalo Sale Nears Culmination

Churchill Tabernacle Subsidiary Gets Outlet for $375,000

SALE OF WKBW Buffalo, which has figured in extended controversy and litigation, by the Buffalo Broadcasting Corp. to Broadcasting Foundation Inc., subsidiary of the Churchill Tabernacle, was virtually consummated last week.

James Lawrence Fly, former FCC chairman and counsel for Broadcasting Foundation, said the deal awaited only the signature of the Buffalo Broadcasting Corp. on a contract the terms of which had already been negotiated.

Mr. Fly said the station was sold for $375,000, plus other considerations, including the dropping of pending litigation and the payment of any court costs or FCC fees incurred by the sale.

The contract was expected to be signed before the end of the week, Mr. Fly said.

FCC Objected

Churchill Tabernacle was the original owner of WKBW, having built the station in 1926. In 1928 the Tabernacle leased the station to an operating firm, but three years later the FCC objected to this arrangement, and the station was sold to Buffalo Broadcasting Corp. Under terms of this sale, the Tabernacle reserved the sole use of 17½ hours of broadcast time Sundays in a contractual agreement extending to the year 2027.

This contract was the basis for subsequent FCC hearings and a U. S. District Court of Appeals for the District of Columbia decision [BROADCASTING, Feb. 3].

It was shortly after an FCC decision (which was appealed to the U. S. court) ordering the Buffalo Broadcasting Corp. to terminate its time agreement with the Tabernacle that Broadcasting Foundation Inc. filed application to the Commission for WKBW's facilities, 1520 kc, 50 kw. Churchill filed suit against Buffalo Broadcasting Corp. in New York Supreme Court, charging breach of contract.

Program Exchange

(*Continued from page 16*)

popularity. He continues in active direction of WHB.

Mr. Parks opened the William Morris Agency radio department in Chicago 12 years ago. In 1939 he went to Gardner Advertising Agency, St. Louis, handling radio, and in 1940 organized the Chicago radio department for General Amusement. There he sold *Quiz Kids* to Alka-Seltzer and Arch Oboler to Procter & Gamble. He started his own business in 1941. He represents *Quiz Kids* and maintains his home in Hollywood.

The DOUBLE-DUTY STATION

WTCN MINNEAPOLIS WTCN ST. PAUL

NOW—WTCN-FM!

ABC... plus High-listener locals!

FREE and PETERS
National Representatives

Excess Insurance Covering

LIBEL and SLANDER

We pioneered this field and now serve Newspapers and Broadcasters nationwide. Have your Insurance Broker write us for full details and quotations.

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INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI

Preferred by Advertising Agencies*

Your most important influence on spot time

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Advertising Age

The National Newspaper of Marketing

100 E. Ohio St. Chicago 11, Ill.

BROADCASTING IS Basic with Buyers

THE BEST BUY (FAR) IN THE TRADE PAPER FIELD

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Wanted—Experienced announcer and newsman for 250 watt western Pennsylvania NBC affiliate. Splendid opportunity for the right man. Permanent position in a progressive community. Write Box 279, BROADCASTING.

Florida 250 watter needs thoroughly experienced copywriter (preferably girl) to head department. Will have assistant. Attractions include ocean, beach, eligible males, climate, fishing and so forth. Include background and recent photo. Box 338, BROADCASTING.

Wanted—Transmitter engineer. Salary 48 dollars for 40 hour week. Ideal working conditions, excellent opportunity. Southeastern section. Give complete details including photo. Box 360, BROADCASTING.

Wanted: Advertising manager, 5000 watt western station. Salary plus commission on gross sales. Position open June 1st. Box 368, BROADCASTING.

Program director - chief announcer—New 250 watt independent New England station desires services of live-wire who can supervise program direction and act as chief announcer. Veteran preferred. Box 369, BROADCASTING.

Wanted—Copywriter, one who likes copywriting as career. Good staff, good station. Rush details and pictures. Box 406, BROADCASTING.

Time salesman with experience in small station sales. Must be familiar with new market and retailer orientation in New England area. Veteran preferred. Box 407, BROADCASTING.

North Carolina regional, daytime operation, seeks capable, experienced program director-announcer. Commensurate salary, single man preferred. All details first letter. Box 419, BROADCASTING.

Regional daytime AM station with full-time metropolitan FM station under construction, has opening for commercial copywriters. Send sample continuity, details first letter. WPIC, Sharon, Penna.

Experienced announcers needed now as West Virginia's pioneer FM station expands. Unusual "ground floor" opportunity in radio's "Finest Medium." Excellent working conditions. Send disc, photo, details including expected salary to W. S. Jackson, WCFC, Beckley, West Virginia.

Wanted—Chief Engineer for new 1 kilowatt station Johnson City, Tennessee. Must be capable of supervising construction. Rush complete information, salary requirements to A. B. Robinson, P. O. Box 309, Jackson, Tennessee.

WSKB, McComb Mississippi—Granted increased power, has immediate openings: (1) top salesman; (2) good sports announcer; (3) woman director-announcer home-makers program, also sales; (4) beginner veteran operator, first radio-phone. Airmail full particulars.

Woman radio personality needed who can write and do air work on programs of women and children interest. Send transcription, photograph, and references to KALL, Salt Lake City, Utah.

Wanted—Western type hillbilly bands. Send picture, record and expected salary first letter. Radio Station WRRF, Washington, N. C.

Announcer-operator with ticket. Send photo, disc if possible and experience. New modern furnished apartment at station. $35.00 per month, all utilities furnished. Trout fishing practically at back door. Airmail, wire or phone. KPRK, Livingston, Montana.

Wanted: Account salesman. Generous opportunities, drawing account and commission. KLO Ogden, Utah. 5000 watt Mutual and Intermountain Network affiliate. Write Art Mortenson, 7th floor, Ben Lomond Hotel, Ogden, Utah.

MAXI-NEWS
"THE NEWS THAT'S ALL NEWS"

Help Wanted (Cont'd)

Manager, has engineering for new station in Georgia town. Need to contact party interested in financing. Contact Ed Leach, Griffin Broadcasting Co., 604 S. Hill St., Griffin, Ga.

A topnotch announcer, control room operator needed by KHMO, Hannibal, Mo. At present 250 watts, have reconstruction permit for 5 kw. Your opportunity to get in a growing organization. Send complete details, salary expected, experience, references, and audition disc to Wayne W. Cribb, General Manager Radio Station KHMO, Hannibal, Missouri.

Excellent opportunity for personality announcer with first class radio telephone license. Need is immediate. Wire or write Gene Burke Brophy owner, Radio Station KRUX, Phoenix, Arizona.

Field representative with car to contact radio stations. Must have station experience. Box 447, BROADCASTING.

Writers, salesmanager, technician-announcers for southern and midwest stations. RRR, Personnel Service, Box 413, Philadelphia.

Woman's editor for established New England 5000 watter. Prerequisites: good voice, personality, proven writing ability. Handle some continuity, broadcast daily woman's program. Will discuss salary. Box 464, BROADCASTING.

Need soon program director with plenty ideas public service and commercials. Writing and announcing ability essential. Must have disc and history with references. Box 453, BROADCASTING.

Somewhere there is a gal now in radio who has a flare for audience promotion and copywriting. We have a position for her in a fast growing 250 watt network station that has a CP for 5 kw in the middlewest. Send complete details, experience, references, salary desired and photograph to Box 462, BROADCASTING.

Radio script writer, immediate opening, national organization with headquarters in midwestern city. Permanent staff position. Writing assignments in national network field, established nation-wide transcribed dramatic shows, local and regional broadcasts; also promotional and public relations activities. Advancement open to individual capacity. Position held for World War II veteran. Submit scripts, background resume with first reply. Address Box 456, BROADCASTING.

Operators, control and transmitter for new 1 kw AM and FM station. Good pay. Write Chief Engineer, WWSO, Springfield, Ohio.

Topnotch announcer needed by fast growing midwest network affiliate. Now 250 watts has CP for 5 kw. Want experienced man capable of doing an all-round job. Send complete details, experience, photograph, salary desired and audition disc to Box 461, BROADCASTING.

Salesmen wanted—News picture salesmen, only those with clean sales record need apply for position selling strong animated movie film and news picture displays (see ad this magazine page 8, April 28 issue). References required. Write or wire Allen H. Miller, Inc., Suite 308 Bell Bldg., Toledo 2, Ohio.

Chief engineer—Aggressive, growing eastern 250 watt station with FM CP. Ability to lead, cooperate with others important. Please include detailed resume of experience, minimum salary requirements, references, photo. Box 466, BROADCASTING.

CASH—No haggling if price right for control or minority interests in going AM or FM stations or construction permits. Please give market data, frequency, power and population. Box 187, BROADCASTING.

Help Wanted (Cont'd)

Wanted: Engineer first class license, good salary, pleasant working conditions. Write or phone Ward A. Coleman, General Manager, WENC, Whiteville, North Carolina.

Topnotch program director needed. 5 kw midwest network station now 250 watts is expanding and stepping up its program department. Prefer man who can do topnotch programming along with some announcing, including news and special events. Send complete details, including salary, experience last three places of employment, salary desired, audition disc and photograph to Box 460, BROADCASTING.

Situations Wanted

Time salesman—Ten years radio. Exceptional sales record. Married. Box 342, BROADCASTING.

I have the qualifications. I have the experience, seven years of it. If you need a good program-director, let's get together. Navy Veteran, now selling but prefer production and programming. Available immediately. Box 352, BROADCASTING.

Experienced announcer, married, veteran, desires affiliation with live station in growing community. Specialist in news. Familiar all phases. Top references. Audition and photo upon request. Box 361, BROADCASTING.

Announcer, experienced, prefers position western states. Married, 30. Box 375, BROADCASTING.

Chief engineer, excellent qualifications and experience, desires contact with interested station. Box 384, BROADCASTING.

Sports announcer-writer-producer. Play-by-play. Top flight. AFRA only. Box 398, BROADCASTING.

Script writer now with metropolitan independent station desires change. Production and mike experience. Box 420, BROADCASTING.

Engineer. First class telephone license. Graduate RCA institute. Veteran, reliable, single. Box 421, BROADCASTING.

Disc jockey, completing 2 year series with NY independent. Aired 328 guest stars—seeking new affiliation. Box 422, BROADCASTING.

News specialist—Former New York Times newscaster. Editing. Box 423, BROADCASTING.

Program director—Ten years announcing, writing, production. Creative, mature. Box 424, BROADCASTING.

Engineer-announcer: 1st phone, prefer north or southwestern states, disc on request, available 2 weeks notice. Box 425, BROADCASTING.

Station manager—16 years' background; 6½ successful years manager midwestern station with 4 years independent and 2½ years network operation. Also experienced play-by-play sports, special events, news. Travel anywhere. Excellent references. Box 426, BROADCASTING.

Young woman, college graduate, desires position as copywriter in North or South Carolina station. Would consider employment as traffic manager. Box 427, BROADCASTING.

Announcer. Knowledge of all phases of radio; possess pleasing, friendly voice; capable of handling newscasts, platter shows and all types of commercials. Photo and disc on request. Box 428, BROADCASTING.

Senior experienced commercial manager available immediately. Prefers 250 watt network operation. Ideas and plans that sell broadcasting service guaranteed in most any market. Cooperative with traffic and program departments. Understand all phases of radio commercial procedure. Dependable business man. Over six years on last job. Family. Prefer middle east or middle west. Personal interview desired. Excellent contacts with national advertisers. Steady increased billing assured. Interested parties please reply promptly. Box 454, BROADCASTING.

EVERYBODY NEEDS
DUNCAN'S
Radio—Electronics
DICTIONARY
Absolutely invaluable to all members of the industry.
Send $1.50
Radio Electronics Publ. Co.
Box B, 15 Park Row,
N. Y. 7, N. Y.

FOR RENT

2 Ultra-Modern Transcription Studios

with control rooms and recording room, all on ground floor and fully air-conditioned. Acoustically perfect. 5600 sq. ft. in area. Ideal for non-audience FM and television studios. Fine location—near north side district, east of Michigan Ave., Chicago. Available Oct. 1st.

Address Box 431, BROADCASTING

360 N. Michigan Ave., Chicago, Ill.

Can you write to SELL?
Can you program to SELL?
Can you merchandise to SELL?

A five kw station, southwest, needs program director. Send details to Box 463, BROADCASTING.

MANAGER
Newspaper—Radio Station

25 years experience, nearly 10 years in combination with network affiliated radio station.

At 47 am general manager now of both properties, handling sales, promotion, labor negotiations, all details.

Business associates, civic leaders will give best references.

Present salary $12,000, future prospects more important than present salary.

Ready to go anywhere, available about June 15th.

BOX 432, BROADCASTING

Assistant manager, network affiliated station, seeking broader opportunity. Four years AAAA agency training; two years advertising manager, one year assistant manager with present connection. Know sales, programming, management, can handle personnel. Qualified as manager, local or regional, assistant manager, clear channel. Veteran, middle thirties, married. Available, June 15. Write Box 437, BROADCASTING.

'TIS A PRIVILEGE TO LIVE IN COLORADO—and we have two jobs open at Boulder. Need an announcer for news and special events and a salesman who knows advertising and radio. Jack Todd, Manager, Boulder Radio KBOL, Boulder, Colorado.

Disc jockey, ad-lib emcee, with solid commercial record on major network stations for 12 years, desires change—but not small change. Background includes writing and administrative experience. No big shot or prima donna complex. Proof of ability and references available. Box 441, BROADCASTING.

Situations Wanted (Cont'd)

Announcer—Dependable, young, single, veteran. News, sports, general staff. Can operate controls. No ticket. Disc, photo available. Box 429, BROADCASTING.

College graduate—Announcing background includes newscasting, feature scripts, continuity, commercials. Salary open. Available after July 1. Write Box 430, BROADCASTING.

Station manager—Sixteen years experience both network and independent station operation. Knows radio from top to bottom. Now head agency radio department. Prefers medium sized community in east. Box 434, BROADCASTING.

Announcer-continuity writer, stagnating in present position, desires straight announcing. Salary secondary to opportunity. Single, willing to travel. Disc and photo on request. Box 435, BROADCASTING.

Announcer — College student three years. Ambitious. Available from June to September. Veteran, single, 23. Newspaper experience, sports specialty. Some radio experience. Prefer east or southeast. Salary secondary. Box 436, BROADCASTING.

Script writer with production and mike experience, now employed WHHM, leading independent station. Looking for new horizons. Leslie Birchfield, 1197 Forrest Avenue, Memphis 7, Tenn.

Experienced announcer-operator desires change with permanency and advancement. Will send ET, photo, details, references. Box 439, BROADCASTING.

Experienced writer-announcer-producer with good ideas, ambition, stability, wants position with progressive station. Good recommendations available. Box 440, BROADCASTING.

Radio engineer, university graduate, phone first license. Conscientious, reliable, ambitious. Veteran desires position with progressive western station. Available immediately. Box 442, BROADCASTING.

Program director available. Background includes 15 years all phases programming from local to regional and clear channel operation. Married, 2 children. Excellent references. Box 443, BROADCASTING.

Attention California stations—Can you use seven years widely varied production-announcing experience; specializing music and news. Single, college, very conscientious. Available immediately. K. R. Davidson, 2766 Lydia St., Jacksonville, Fla.

Positions wanted. Announcer and radio writers. Trained men and women experienced in studio procedure, radio writing and public relations available in June. National Academy of Broadcasting, Inc. 3338 Sixteenth St., N. W., Washington 10, D. C.

Minor league baseball player, football and basketball coach desires radio sports position. Limited radio experience. Have done major league exhibition play-by-play. Excellent sports background, good voice and delivery. Married veteran, go anywhere, accept any salary to start. Write or wire Bill Snyder, 8440 4th St., N., St. Pete, Fla.

Professionally trained in announcing, newscasting, musical programs, let transcription tell the rest. Best references. Wire or write Del Hansen, 6406 N. E. 24th Avenue, Portland 11, Oregon.

Announcer. Pleasing "salesmanship quality" voice. Trained all phases radio. 2½ years college. Versatile. Vet, single. Disc and photo on request. Bud Gelfond, 600 West 111th Street, New York City.

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Styles' School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

Experienced sportscaster available. Have handled all phases big league sports from football, baseball, basketball to racing. Married. Two children. Write Box 444, BROADCASTING.

Newscaster-announcer. Two years experience. Desire permanent position with advancement opportunities. References, disc and photograph on request. Box 448, BROADCASTING.

Announcer. Veteran, 22, single. Thoroughly trained in all phases radio broadcasting at leading Chicago radio college. Disc and photo available on request. Box 449, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, veteran. Capably handle newscasts and commercials. Will travel. Box 446, BROADCASTING.

50 kw experienced writers, announcers and technicians available from RRR, Personnel Service, Box 413, Philadelphia.

Creating or expanding your staff? Before you invest, investigate Signal Corps veteran with superior record as public relations and Special Services chief. Exceptional pre-war background as actor, director, producer, business manager. Staff members for accredited schools teaching theater and broadcasting techniques. Successful free-lance writer, news, features, fiction, scripts. Accomplished singer—knows music. Active sportsman. Good idea man. No phoney! Can back up versatility with results. Hard worker who will share gamble on opportunity if odds are reasonable. Size of town immaterial. Pleasant living conditions important. Best of references. Early availability. Details, photo and disc on request. Box 450, BROADCASTING.

Announcer with some experience on a 1000 watter. Commercial news—sports. Veteran, 27. Married, two children. Will travel anywhere. Reasonable salary. No floater. Box 451, BROADCASTING.

Announcer. Mature with 15 years theatrical experience and one year commercial announcing 1000 watts Mutual affiliate. Desire permanent connection with small progressive station with opportunity to grow with station and community. Three years overseas USO unit. Just completed approved radio school refresher. Disc on request. Box 452, BROADCASTING.

Announcers—Two college men, 26, 27, veterans, married. Experienced play-by-play sports, color, newscasting, writing, competent commercial announcing, music—both popular and classical. Box 459, BROADCASTING.

Looking for first commercial job. Announcer, veteran, married, travel anywhere, hard-working, ambitious. Graduate top radio school and university, New York. On-the-job training acceptable. Some service experience. Disc, photo on request. Bob Meyers, Browns Mills, New Jersey.

Staff announcer, experienced, married, veteran. Graduate leading announcer's school Radio City. Dependable, conscientious. Transcription, details, photo on request. Box 458, BROADCASTING.

Engineer, experienced studio transmitter, desires position with Florida station. Available immediately. Box 2544, Hollywood, Florida.

Announcer, vet, graduate leading announcer's school Radio City. Single, college, hard worker, stable, conscientious. Disc, photo, details on request. Box 457, BROADCASTING.

For Sale

For sale: Broadcast transmitter; never been used; operates on 220 volts, 60 cycles; draws 1225 watts; final matches any unbalanced line or antenna system. Conforms to all specifications of FCC. Box 433, BROADCASTING.

RCA 72-B lateral transcription table 33 1/3—78 RPM—$250.00. RCA MI-10208 volume compressor—$100.00. Both A-1 condition. WCMW, Canton, Ohio.

RCA 1000 watt amplifier less tubes, used only 3 years. One RCA 300-A phase monitor, RCA phasing equipment for 3 tower operation, including 3 weather proof coupling units complete with coils, condensers, meters and relays. Available for immediate shipment f.o.b. WLAW, Lawrence, Mass.

Two Fairchild 227-B transcription tables, less pickups. Excellent condition. For details, write, WKXL, Concord, New Hampshire.

Jockey's comedy script collection. $5.00. Kleinman, 25-31-T 30th Road, Astoria 2, New York.

For sale—One WE 110A limiting amplifier in operating condition, $100. Box 438, BROADCASTING.

Two Blaw-Knox, 165', square base, self-supporting, insulated towers. WCAO, 811 West Lanvale Street, Baltimore 17, Maryland.

250 watt RCA-Kluge transmitter; composite speech input. Used here 2 years. Make cash offer. KONP, Port Angeles, Wash.

GE Model 51 wire recorder for sale. Good mechanical and electrical shape. First $250 gets it. WDLP, Panama City, Florida.

FCC Approves Four More FM Outlets Conditionally, Increasing Total to 777

INITIAL AUTHORIZATIONS of FM stations rose to 777 last week as FCC conditionally granted four more FM outlets—one Class A and three Class B. Construction permits were awarded two stations and new CPs in lieu of previous conditions were granted seven Class B stations.

The Commission also granted request of Herald and Globe Assn., Rutland, Vt., to vacate its conditional grant for a new Class B outlet and the application was dismissed without prejudice. Herald and Globe Assn. publishes daily *Rutland Herald.*

Seton Hall College, South Orange, N. J., was granted CP for new noncommercial educational station on frequency to be assigned with 250 w power.

Class A conditional grantee:

Glens Falls, N. Y.—Warren Broadcasting Corp. Principals: Earl Vetter, retail hardware and plumbing business, Chestertown, N. Y., president; E. Leo Spain, owner Glens Falls general insurance agency, secretary-treasurer; J. Clarence Herlihy, attorney. Each has one-third interest.

Class B conditional grantees:

Shreveport, La.—Radio Station KRMD, licensee KRMD.

Port Arthur, Tex.—Port Arthur College, licensee KPAC.

Tacoma, Wash.—Tribune Pub. Co., publisher daily News-Tribune.

Following were authorized CPs, conditions; power given is effective radiated power; antenna height is height above average terrain; channel to be assigned after final proceedings in Docket 6768; AM affiliations are in parentheses:

McClatchy Broadcasting Co. (KERN), Bakersfield, Calif.—Class B, 9.3 kw, 295 ft.

The Voice of the Orange Empire Inc. Ltd (KVOE), Santa Ana, Calif.—Class A, 1 kw, 180 ft.

CPs were issued the following in lieu of previous conditions:

WQQW-FM Washington, D. C.—Class B, 20 kw, 500 ft.

KFVS-FM Cape Girardeau, Mo.—Class B, 2.5 kw, 270 ft.

KCST Kansas City, Mo.—Class B, 230 kw, 830 ft.

KWGD St. Louis—Class B, 218 kw, 500 ft.

KGFF-FM Shawnee, Okla.—Class B, 7.8 kw, 400 ft.

KFAB-FM Lincoln, Neb.—Class B, 11 kw, 330 ft.

KPRC-FM Houston, Tex.—Class B, 57 kw, 320 ft.

For Sale (Cont'd)

For sale—250 watt independent located in one of Florida's fine markets, primary coverage over 250,000. Attractive price for quick action. Write Blackburn-Hamilton Co., Radio Station Brokers: Washington, D. C. James W. Blackburn, 1011 New Hampshire Ave.; National 7405: San Francisco—Ray V. Hamilton, 235 Montgomery St., Exbrook 5672.

For sale—50 kw RCA 1-B broadcasting transmitter spare filament and bias generators. Many extras. Transformers for AC filament operation supplied. Reasonably priced. Box 455, BROADCASTING.

Wanted to Buy

Wanted to buy: Controlling interest in 250 watt network affiliate. Box 311, BROADCASTING.

Miscellaneous

Improve your announcing. Learn network technique. Get the announcer's Handbook. Send $2.00 to Ryan, 502 17th Ave., N., Seattle 2, Washington.

CONSTRUCTION ENGINEER

Experienced man to supervise construction project involving power increase from 250 to 1 kw, change of frequency, erection of two-tower array, installation of phasing equipment and complete 3 kw FM facilities. Employment to start July 1. Give complete personal information and qualifications in first letter.

WBOC
Radio Park, Salisbury, Md.

Legislative Mill

H.R. 1270 and 1269—To amend the Copyright Act to permit performing artists to share royalties from recordings. Introduced Jan. 23 by Rep. Hugh D. Scott Jr. (R-Pa.). Hearings scheduled before Judiciary Committee May 23.

H.R. 1821 and S. 554—Companion bills providing for a uniform census. Senate version, introduced by Sen. Albert W. Hawkes (R-N.J.) passed May 6. House version, introduced by Rep. Harold C. Hagen Feb. 10, scheduled for vote in about a month.

H.R. 3311 — State Justice-Commerce-Judiciary appropriation bill passed by House May 15. $31,000,000 for State Dept. information and cultural affairs activities stricken. Appropriation for census cut from $11,500,000 to $5,000,000. Bill goes to Senate.

S. 1126—Senate Labor bill passed May 13 by vote of 68-24 and sent to joint conference with House on bill it passed (H.R. 3020).

H.R. 3342—Introduced by Rep. Karl Mundt (R-S.D.) May 6, to authorize State Dept. information and cutural activities. Hearings conducted before House Foreign Affairs subcommittee May 12-May 16 and possibly May 19.

CONTINUITY DIRECTOR

wanted. 5 kw CBS affiliate in midwest city over 100,000 population has immediate opening for top commercial continuity director. Good salary. Executive position.

BOX 465, BROADCASTING

State Dept.

(*Continued from page 20*)

ing, but pointed to the Foundation plan as evidence to the contrary—that the State Dept. was trying to put itself out of the broadcasting business.

During the discussion of the part private licensees might take in independent operation of the "Voice of America," Mr. Acheson Quoted RCA President David Sarnoff as saying that if every cent of the networks' profits were devoted to international broadcasting it would be "barely enough to do the necessary job."

Commerce Secretary W. Averill Harriman was called upon to testify on his experience as former Ambassador to Russia. He told the committee that even as Commerce Secretary he was impelled to lend his vigorous support to the program. He declared that with "our world trade in excess of $20,000,000 it is necessary to have America understood." On that basis alone, he declared, the program is completely justified, "and that aspect is of secondary importance."

Cites Soviet Interest

He asserted that the Russian people are "avidly interested in news about America," and this interest is accentuated by news hunger brought about by their controlled radio and press. This very lack of news, he continued, is to a large degree responsible for the wide circulation given to what is available through the "Voice of America."

"If we are going to do this program, in terms of radio," he concluded, "we have to do it right, otherwise we will be pennywise and pound foolish . . . I don't see how we can carry on without the program and I can't state too forcibly that it is an essential part of our foreign program—without it our reputation can only suffer."

Our present Ambassador to Russia, W. Bedell Smith, in Washington for consultation, also lent his enthusiastic support to the program. He said the "Voice of America" is constantly improving, and took some credit for the improvement as one of the Voice's most "brutal critics."

He had extraordinary praise for Russian "cultural standards." He said that as far as radio was concerned, the Soviets have "adopted the highest standards in the world," and indicated that one of OIC's problems was keeping up with these standards on its broadcasts.

He cited need for technical improvement in the "Voice of America's" signal as justification for a State Dept. request for $6,000,000 to build additional relay stations in Liberia, Tangier and Manila.

He declared that effectiveness of the "Voice of America" is just beginning to be felt, adding "at this time we can't afford to remain silent . . . we can't expect to do this thing in a matter of months." The State Dept. policy of leaning over backwards to present a "balanced program," he said, had reaped great reward in giving the program creditability abroad.

During the latter part of Ambassador Smith's testimony, Chairman Mundt cleared the committee room of all spectators, visitors and the press, to permit an off-the-record discussion, presumably about some of the high-policy effects of the broadcasts in Russia.

Senate strategists, meanwhile, are mulling over an emergency "expediency" measure in the form of a "short" enabling act designed to authorize only those parts of the OIC program specifically threatened with extinction by the House action.

"Short" Bill Prepared

The "short" bill was being prepared last week in the office of Sen. H. Alexander Smith (R.-N. J.). He told BROADCASTING he hopes to have the bill ready so that he and Sen. Carl A. Hatch (D.-N. Mex.) can introduce it jointly this week. If passed, it would give the Senate a basis on which to fully debate the question of whether the State Dept.'s international broadcasting activities can be continued on an interim basis—until a permanent plan can be worked out. It would also give the upper chamber a sounder parliamentary basis for overriding the House point of order.

Sources close to William Benton, Assistant Secretary of State for Public Affairs, denied, meanwhile, that he is considering turning in his resignation to Secretary Marshall because of extreme opposition to his administration of the OIC. It was said that "Mr. Benton isn't the kind of man to back out of a tough fight."

Mr. Benton has indicated, however, that if the present budget cut is sustained in the Senate, he will resign simply because there "won't be any real reason for me to stay."

NEWLY ELECTED directors of NAB Districts 11-9 (rear, l and r) John F. Meagher, KYSM Mankato, Minn., and Charles C. Caley, executive director, WMBD Peoria, with incumbent NAB officials (front, l to r): C. Bruce McConnell, WISH Indianapolis, District 8 director; Judge Justin Miller, NAB president; Leslie C. Johnson, WHBF Rock Island, Ill., retiring District 9 director. Ed Hayek, KATE Albert Lea, Minn., former District 11 director, was unable to attend because of ill health.

HOUSE WILL SCRUTINIZE NAPA's COPYRIGHT BILL

COPYRIGHT legislation sponsored by the National Association of Performing Artists will receive a hearing before the House Judiciary Committee next Friday (May 23).

The legislation includes a bill (HR 1270) to give royalties to musicians or artists performing in the production of copyrighted music on records, or live broadcasts. It is understood that NAB, together with major recording companies, will oppose the legislation on grounds that it will complicate administration of copyright laws.

NAPA has sought for some time to have this legislation passed. A bill, similar to HR 1270, has been introduced 11 times but on all prior occasions died in committee. A companion bill, HR 1269, to define "public performance for profit" of coin operated record players, will also be heard.

WHDF Moves

WHDF Calumet, Mich., 250 w on 1400 kc, last week was authorized by FCC to install new vertical radiator and to move transmitter and studio from Calumet to Houghton, Mich. A Mutual affiliate, station is owned by Upper Michigan Broadcasting Co.

Telecommunications

(*Continued from page 20*)

pected to be ratified at the Friday session.

The proposed new main committees are Allocations, Frequency Listing and General Technical Regulations — all previously subcommittees. The Technical Coordinating Committee, the major committee which has been over the three subcommittees, has had its functions clearly defined by the heads of the delegations. It is in effect a "court of appeals" which will coordinate and smooth out conflicts or differences of the proposed three new main committees. However, it cannot change the substance of their determinations.

At the first plenary session on Friday it was expected further that U. S. Delegation Chairman Denny, as representative of the host nation, would be named president of the conference according to custom. Other permanent officers also were to be named. The plenary gathering was to consider other conference and committee pattern proposals and to vote inclusion of non-ITU nations or groups of World War II origin. One important question to be dealt with early in the conference will be that of establishing a permanent Central Frequency Registration Bureau.

Russian and Spanish, languages in addition to the traditional English and French, were decided as acceptable for presentations from the floor in both committee and plenary sessions. The simultaneous radio translating system employed by the United Nations has been installed for the conference. The system was tested at a demonstration Tuesday night by Gerald C. Gross, Secretary-General of the Radio Conference and ITU Vice Director. Mr. Gross fully established in advance the machinery of the conference secretariat, composed of many assistants from the ITU Berne bureau, so that language difficulties will be at a minimum.

All documents of the conference are to be in French and English. Exceptions may be special requests for Russian and Spanish versions of vital committee papers.

During June, weekends will be spent by visiting delegations for inspection of the important eastern U. S. laboratories and manufacturing plants in the communications industry.

NBC Names Wallace

GEORGE H. WALLACE, former acting manager of NBC sales promotion, has been appointed manager of the network sales promotion division of NBC's advertising and promotion department. With NBC since 1940, Mr. Wallace served with the U. S. Army during the war. At one time he was a service manager for the Connecticut Mutual Life Insurance Co., and before that was an accountant for five years with Niagara Hudson Power Co.

'Voice of America' Is Supported By Radio Advisory Committee

RADIO ADVISORY COMMITTEE to the State Dept. yesterday (May 18) come out in vigorous support of the "Voice of America" —now threatened with complete extinction by Congressional action.

The RAC report, written by representatives of the radio, publishing and advertising industries, declared that currently proposed funds for international broadcasting "are inadequate to do the job required by the national interest," and should be "expanded if our nation is to avoid a serious setback in the development of its proper relations with the rest of the world."

The report was written after discussions with David Sarnoff, president of RCA; William Paley, chairman of the board of CBS; James Lawrence Fly, former FCC chairman, and now legal representative to Associated Broadcasters of Calif.; and members of the office of International Information and Cultural Affairs.

The "Voice of America," said the report, is being brought to the world partly through the efforts of private agencies, as it should continue to be "since this is in the American tradition." But, it added, "where private agencies are unable to disseminate information about the United States, either because of financial problems or barriers erected by various governments, it is the duty of the United States government to see that the 'Voice of America' is heard."

Britain Spends More

Radio, asserted the report, is particularly effective in reaching the 75% of the world's population which "lives under some degree of censorship." It was noted that the United States spends only about half as much on international broadcasting as Great Britain, while a small nation such as Columbia has a radio output almost one-third of ours.

An "emphatic yes," was the committee's reply to the question of whether anyone abroad listens to the "Voice of America." "The listening audience seems to be substantial," continued the report, "the 25,000 letters a month now being received from abroad have greater significance than a comparable number received from listeners to domestic broadcasts . . ."

The committee also went on record in favor of a "public corporation . . . to conduct international broadcasting in behalf of the United States." The committee quoted a proposal made by Mr. Sarnoff in 1943 to Secretary of State Cordell Hull. Mr. Sarnoff had suggested "a new corporation be organized that might be jointly owned by private industry and Government and that would be charged with responsibility for carrying on international broadcasting in behalf of the United States."

Regarding programming the committee declared "whatever broadcasts are made should fairly and completely represent life in this Democracy. We should broadcast our triumphs in the industrial and social fields but we should show where we have failed and what we are doing to correct those failures; for surely this is the way of Democracy."

Included on the committee are: Mark Ethridge, publisher of the *Louisville Courier Journal* and past president of NAB; Don Francisco, vice president and director of J. Walter Thompson Adv. Agency; Victor Hunt, policy coordinator of OIC; Gardner Cowles Jr., publisher, *Des Moines Register and Tribune*, president, Cowles Broadcasting Co.; Prof. Harold Lasswell, School of Law, Yale U.; Sterling Fisher, assistant public service counselor, NBC; Rev. Robert I. Gannon, president, Fordham U; Edward R. Murrow, CBS vice president; and Philip Cohen, Sullivan, Stauffer, Colwell & Bayles.

In releasing the report, Assistant Secretary of State William Benton expressed the hope that until such time as the Congress establishes an International Broadcasting Foundation or a similar permanent shortwave broadcasting organization, the State Dept. will be able to continue the RAC in force.

KJR Grand Slam

EIGHT GOVERNORS of western states gathered in Seattle this month to protest Interior Dept. budget cuts and aired their views over KJR Seattle in a round table discussion. Participating were: Governors C. A. Robins, Idaho; Sam C. Ford, Mont.; Earl Warren, Calif.; Mon C. Wallgren, Wash.; Lester C. Hunt, Wyo.; Herbert M. Maw, Utah; William A. Knous, Colo.; Earl Snell, Ore.

NAB Committeemen

THREE new members of NAB District committees were named last week as follows: Sydney Gaynor, KHJ Los Angeles, to sales managers committee District 16; G. S. Wasser, KQV Pittsburgh, to employe relations group, District 3; J. Gorman Walsh WDEL Wilmington, to program committee, District 3.

Program Plans Set for FMA's Region 2 Meeting; Wilkinson of FCC Will Speak

PROGRAM PLANS for the organizational meeting of Region No. 2 of FM Assn. at Cincinnati Wednesday, May 28, are nearly completed. Advance registrations indicate another large turnout of FM interests, according to David G. Taft, manager of WCTS Cincinnati, and co-chairman of the session.

One of the principal speakers will be Vernon L. Wilkinson, FCC assistant general counsel in charge of broadcasting. Mr. Wilkinson will present the latest viewpoints of the FCC toward FM generally.

C. M. Jansky Jr., of Jansky & Bailey, and Everett L. Dillard, president of Commercial Radio Equipment Co., operators of FM stations WASH Washington and KOZY Kansas City, are to address the meeting on the technical and practical possibilities in operation of regional FM networks.

Both Mr. Jansky and Mr. Dillard are members of the board of directors of FMA and widely known in the FM field. Mr. Jansky served as chairman of the technical planning board set up by the radio industry at the suggestion of the FCC to study allocations and was in charge of the FM section.

Ira A. Hirshmann, New York, president of the Metropolitan Television Corp., which operates FM station WABF in New York, will speak on programming of FM stations and give suggestions on how they should be promoted in their localities. Mr. Hirshmann formerly was vice president of Bloomingdale's, New York department store.

"Naturally It's FM," a technicolor movie just produced by the General Electric Co., will be shown. The film had its premiere at the organizational meeting of Region No. 1 of FMA at Albany, N. Y., April 14.

Roy Hofheinz, president of the Texas Star Broadcasting Co., which operates FM station KOPY at Houston, will have a prominent place on the program. He is president of FMA.

Progress Report

J. N. (Bill) Bailey, executive director of FMA, will discuss progress the association is making in "selling' the public on FM and also will outline latest developments in set production.

The set problem will be discussed by Ted Leitzel, public relations director of Zenith Corp.

A discussion of "FM—The Advertising Medium" will be conducted by a group of broadcasters, among whom will be E. J. Hodel, Beckley, W. Va., operator of WCFC; J. Weddell, Fremont, Ohio, manager of WFRO and Paul Reed, Alliance, Ohio, manager of WFAH-FM.

Paul Wagner, manager of WCSI, Columbus, Ind., will be co-chairman of the meeting with Mr. Taft.

KTHT Is Authorized Assignment Move

Veteran Applicants Are Granted Facilities Thus Vacated

ORDER was adopted by FCC last week granting petition of KTHT Houston, Tex., and Veteran's Broadcasting Co., Houston AM applicant, for severance from present consolidated proceeding and grant of their application. KTHT is authorized to change assignment from 250 w on 1230 kc to 790 kc, 1 kw night and 5 kw to local sunset. Veteran's Broadcasting receives facilities vacated by KTHT.

At the same time the Commission denied the petition of Berkshire Broadcasting Corp., Danbury, Conn., to vacate the proposed decision favoring a new-station grant of 250 w on 1490 kc to Torrington Broadcasting Co., Torrington, and to reopen the hearing in that case.

A proposed decision issued in late March in the 790 kc consolidated proceeding had favored granting the KTHT and Veteran's Broadcasting requests as well as those of WEAU Eau Claire, Wis., and Lubbock Broadcasting Co., Lubbock, Tex. Proposed denial of KFYO Lubbock request was issued [BROADCASTING, April 7].

When KFYO and WEAU tendered exceptions to the proposed findings which in no way related to the proposed grants to KTHT and Veterans Broadcasting, the latter applicants petitioned for severance and grant. The KTHT authorization is conditioned upon protection of XEDF Nuevo Laredo, Mexico.

Veterans Broadcasting is owned by Max H. Jacobs, Douglas B. Hicks and Thomas J. Harling, veterans.

Berkshire Broadcasting petition sought introduction of new evidence in the form of a proof of performance filed by WBRY Waterbury, Conn., "allegedly showing that the conductivity in the area is considerably lower than that indicated on the Commission's soil maps, and that simultaneous operation of 250 watt stations on 1490 kc at both Torrington and Danbury would be feasible," according to FCC. The Commission held that such evidence "is not material or relevant to the issues involved in the proceeding" because the WBRY measurements concerned a different area.

Thomas Re-elected

EUGENE S. THOMAS, sales manager, Bamberger Broadcasting Service, New York, was reelected president of the Advertising Club of New York on May 13 at its 42nd annual meeting. Andrew J. Haire, president, Haire Publishing Co., New York, and Arch Davis, executive secretary, International Business Machines Corp., New York, were elected vice presidents, and James A. Brewer, president, Brewer, Cantelmo Co., treasurer.

Merle Jones Resigns As WOL's Manager

Future Plans Not Yet Definite; Craven Named Interim Head

Mr. JONES

MERLE S. JONES, vice president of Cowles Broadcasting Co. and general manager of WOL Washington, resigned from both positions last Wednesday. "My future plans are not definite enough yet an announcement," he told BROADCASTING. He gave no reasons for the move.

Commdr. T. A. M. Craven, also a Cowles vice president, is serving as acting general manager of WOL until a successor to Mr. Jones is named. Commander Craven was named a Cowles vice president in July 1944, after seven years with the FCC as commissioner. In September 1944 he was made executive head and technical advisor of all the Cowles stations — WOL, WHOM New York, KRNT Des Moines and WNAX Yankton, S. D.

Mr. Jones was named WOL general manager in September 1944, coincident with Commander Craven's appointment. He entered radio in 1932 with WAAW (now KOWH), then a 500-w Omaha daytime station, after three years of law practice. He moved to KMBC Kansas City as salesman in 1934, and within a year was named KMBC regional sales manager.

Two years later he became assistant to James Shouse, then general manager of KMOX St. Louis. The next year he went to CBS Radio Sales as Western sales manager, with Chicago headquarters. In 1938 he returned to KMOX as general manager and remained until appointed to the Cowles post.

KRGV Booklet

KRGV Weslaco, Texas, has issued a 22-page production record of its signal coverage area in booklet form, using graphs to show potential timebuyers advantages of using station. Figures are broken down into counties, seasons, products and volume of sales.

Democrats, Too, Weighing TV Potential for 1948 Convention

WITH AN EYE on the GOP, whose choice of Philadelphia for its 1948 national convention admittedly was influenced by that city's television facilities, Democratic party bigwigs made preliminary plans last week for video coverage of their convention.

Jack Redding, Washington publicity director for the Democratic National Committee, told BROADCASTING he has received a letter on the subject of convention plans form J. R. Poppele, president of Television Broadcasters Assn., and has agreed to meet Mr. Poppele to discuss arrangements for television coverage. Mr. Redding pointed out that by the time the Democrats hold their convention—14 months hence—use of coaxial cable may broaden considerably the scope of television transmission and in turn widen the party's choice of convention cities.

Offers TBA Cooperation

Mr. Poppele also wrote Robert Hannagan, chairman of the Democratic National Committee, offering cooperation of the TBA. He emphasized that if the convention is held in New York, Philadelphia or Baltimore video coverage can be piped to those cities and to Washington by coaxial cable and from New York to Schenectady by radio relay. Mr. Poppele's letter added that in Chicago, St. Louis, Los Angeles and other cities the convention could be televised locally.

Television was one of the strongest talking points of the Philadelphia delegation at the Kansas City meeting of Republican party leaders last month, when the Quaker City was chosen for the GOP convention.

Much of the Philadelphia video pitch was set by Paul Mowrey, national television director of ABC, who attended the meeting with the Philadelphia delegation through arrangements made by Roger Clipp, general manager of WFIL, ABC outlet in Philadelphia. Mr. Mowrey predicted that by convention time television will be able to beam a sight-and-sound report of convention happenings as they occur into homes in 13 states.

Television stations in the East, are now operating in New York, Schenectady, Philadelphia and Washington. Construction permits have been granted for stations in Baltimore, Boston, Waltham, Mass., Buffalo, Johnstown, Pa., and Providence. Mr. Mowrey estimated that between 15 and 20 stations will be operating in the Boston-to Washington area by June 1948. By applying a 50-mile radius to each anticipated station in accordance with the video rule of thumb measurement for station coverage, Mr. Mowrey estimated that the convention scenes could be received in at least part of each of the following states: Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, Delaware, Maryland, Virginia, and West Virginia, as well as the District of Columbia.

Two Pickup Methods

Convention video pickups will be transmitted to the individual stations in two ways, Mr. Mowrey said, via AT&T's coaxial cable, which now connects New York and Washington, and by the radio relay system which the Bell System is installing between New York and Boston.

In addition to the Eastern network television coverage, video motion picture crews could photograph the convention highlights and fly the films to stations in other parts of the country for telecasting.

Plans for the television set-up at the convention hall have not been completed and the space available may be limited, but Mr. Mowrey's proposal to the Philadelphia people was that space be allotted for each television station or network independently, so that as much as possible of the competitive coverage situation of press and radio would be duplicated and pooled telecasts avoided.

1940 Convention Televised

The GOP 1948 convention will be the second one to be televised. In 1940, when the Republicans selected Wendell Willkie as their candidate, also in Philadelphia, television cameras covered the action. Pictures were piped to New York and broadcast there by WNBT, NBC video station. The number of sets then in use was too small to have any effect on that year's election. But it will be different in 1948 when television sets in use will be measured in the hundreds of thousands and viewers in the millions.

Television can also serve the convention on the spot by making its proceedings visable and audible to many Philadelphians and visitors who could not be accommodated in the city's Convention Hall. It was pointed out that the adjoining building, Exhibition Hall, could take care of an additional 25,000 people, who could watch the convention on large-screen receivers.

KFI Slaps NBC

NBC, which cut off its comedians who violated its rules, faces the prospect of a fade-out itself by KFI Los Angeles, in protection of KFI's rules. KFI announced at the end of a network broadcast of *The Big Story* last Wednesday night: "The preceding . . . . . program was not anticipated by this station. It is KFI's policy that no crime program will be broadcast over this station before 9 p.m. We shall make every effort to prevent a recurrence. Murder and crime are not for the children's audience . . ."

RADIO SELF-CRITICISM was urged by Robert D. Swezey (center), vice president and general manager of MBS, in a talk before the Advertising Club of Washington, D. C., on May 6 [BROADCASTING, May 12]. With Mr. Swezey at speakers' table are T. A. M. Craven (l) of Cowles Broadcasting Co., who last week became acting general manager of WOL Washington with the resignation of Merle Jones (see story this page), and Henry J. Kaufman, head of Henry J. Kaufman and Assoc. and president of the club.

KCNA Opening

GRAND OPENING of KCNA Tucson, new 250 w outlet at 1340 kc, was held May 18. Affiliated with the Radio Network of Arizona and Don Lee-Mutual, KCNA has been on the air since April 10 but the formal opening was delayed to enable local and state dignitaries to attend. Wayne Sanders is manager of the station, licensed to Catalina Broadcasting Co., and Erskine Caldwell, author of *Tobacco Road*, is president of the board of directors. KCNA is also affiliated with KOOL Phoenix, new 5 kw station, and will begin taking Mutual programs when KOOL begins operations on or about June 15.

Program Managers' Uneasy Role Cited

Menser Speaks During NBC Meeting With Affiliates

PROGRAM MANAGERS have the hottest seats in radio, according to Clarence L. Menser, NBC vice president in charge of programs. Speaking before the opening session of a three-day conference of program and production managers in New York on Wednesday, Mr. Menser told representatives of 40 Eastern and Mid-Western NBC affiliates that a program manager's basic obligation is to see that programs fit into the "over-all radio picture." This, he said, includes public relations, sales, the selection of talent and the "innumerable other facts of radio."

Mr. Menser

Station help in uncovering new talent was urged by Thomas C. McCray, NBC national program manager. Speaking on "Broadcasting, As Usual, Is Out," Mr. McCray told the conference, "I don't believe that the creative genius of this country has reached the point where there are no new ideas for radio. We must continue to experiment in the field of writing, production and all of the other elements which go to make up a show. It is not a big budget which insures the success of a radio program, but the judicious and showmanlike expenditure of whatever amount is at hand."

The rest of the day's agenda centered around a discussion of the development of local programming, with talks by Linnea Nelson of J. Walter Thompson Co., James V. McConnell, director of NBC Spot Sales, and James M. Gaines, manager, WNBC New York.

A dinner meeting Wednesday evening featured Brig. Gen. Ken R. Dyke, NBC vice president and director of broadcast standards and practices, who commented on the current criticism of radio.

On Thursday, speakers and subjects were:

"Live Programming on a Local Station," Jack Stapp, program manager, WSM Nashville, and Robert Estes, program manager, WSJS Winston-Salem.

"Community Public Service," Dean Andrews, program manager, WTTM Trenton, N. J., and Marcus Bartlett, program manager, WSB Atlanta.

"Record Programs and Disc M.C.'s," Bill Rothrum, program manager, WSYR Syracuse, and Bob Smith, WNBC artist.

"My Friends Say I Have a Beautiful Voice" Patrick Kelly, NBC supervisor of announcers.

"Network and Local News," William F. Brooks, NBC vice president in charge of news and international relations, Francis McCall, manager of operations, NBC news and special events, and Al Zink program manager, WGY Schenectady.

"Are You in the Television Picture?" John F. Royal, NBC vice president in charge of television.

INTERESTED READERS (l to r): Jack Stapp, program director of WSM, Kendall Foster, William Esty & Co. executive, Minnie Pearl, comedienne on Prince Albert network, and Harry Stone, vice president and general manager of WSM look at the George Scullin article, "Sweet Corn Is Popping" which will appear in *Pic* magazine, June issue.

BMB

(*Continued from page 15*)

new code, and then turned the document back to a special subcommittee for refinement in language and detail.

This subcommittee, it was learned at the weekend, would be unable to perform its job in time for the board meeting. Subcommittee members are Ken R. Dyke, NBC vice president in charge of broadcasting standards and practices, chairman; Roger Clipp, WFIL Philadelphia; C. T. Lucy, WRVA Richmond. Mr. Swezey is ex officio member.

Mr. Swezey is to appear before the board to make an interim report. While the board will be unable to take final action, under authority vested by a new by-law adopted last October, brisk discussion is expected when the report is presented.

The principles of the new code have been laid down in detailed fashion by the special committee. They run the gamut of broadcast practices and programming and are understood to include means for enforcement [CLOSED CIRCUIT, May 12]. This right to enforce code provisions was included in the by-law amendment adopted at Chicago.

Both programming and commercial aspects of children's, educational, religious, political, mystery and controversial issues involve operating problems that are expected to stir lively board discussion. The idea of imposing any form of penalty has met with opposition and the board membership, reflecting divergent industry segments, can be expected to give the idea a thorough going-over.

Final Action in June

The committee's document is understood to approach the standards problem from a practical viewpoint, in contrast to the idealistic statements in the old Standards of Practice, which in turn were the remains of the original code adopted in 1939. Its provisions are described as "fairly stringent."

Final action on the code by the full committee is anticipated in mid-June. It then will be submitted to the board for action. Next board meeting likely will be held in connection with the Atlantic City convention in September.

Board discussion of network membership status will involve proposed revision of the by-laws. Proposal to place the networks in the associate membership status without board membership is understood to be included in suggested revisions of the by-laws.

Report on these revisions is to be submitted to the board by the By-Laws Committee, of which J. Harold Ryan, Fort Industry Stations, is a member. Mr. Ryan is a board member for large stations. Meeting of his committee is slated Tuesday.

By-laws changes are based on the fact that the present set has accumulated amendments over a period of years until it is a cumbersome document.

Inequities in the classification of stations for dues have been noted and a number of new classifications have been proposed. One set of classes is said to list stations by income up to a figure of several million dollars, for which a maximum rate would be paid.

If the by-laws are amended to permit networks to belong as associates, a fixed network class could be adopted. Any changes in by-laws must be approved by the membership. This can be done either by referendum under an amendment adopted last October, or at a membership meeting.

Board Fixes Fees

The board, however, has authority to fix fees for the various rate classifications. Should it desire to change networks from active to associate status, it could take the action subject to ratification by referendum or at the Atlantic City convention. Rates from $5,000 to $7,500 per year have been proposed, in contrast to the aggregate of about $69,000 now paid by NBC, CBS and MBS. ABC is expected to fulfill its intent to join the association if the associate membership plan is adopted.

The NAB Finance Committee, of which Clair R. McCollough, WGAL Lancaster, Pa., is chairman, is scheduled to meet Tuesday.

The board will hear reports from the various departments. Among several scheduled topics are employment problems; BMI and copyright problems; status of labor and other legislation; regulatory problems, including industry pressure for FCC revision of the Mayflower doctrine; report of a special committee studying the AFRA situation. Membership of the association has reached a record total of 1,286, of which 1,071 are AM, 78 FM, 2 video, 3 network, 132 associate.

Harold Hough, WBAP Forth Worth, elected to the board last October, is not expected at the Tuesday meeting because of illness. Ed Hayek, KATE Albert Lea, Minn., resigned at the District 11 meeting in Chicago May 8. Elected to Mr. Hayek's place was John F. Meagher, KYSM Mankato, Minn. Mr. Meagher will not be eligible to sit as a board member until the Atlantic City meeting unless admitted by special board action.

WM. S. HEDGES ELECTED HEAD OF NEW YORK REC

WILLIAM S. HEDGES, NBC vice president in charge of planning and development, was elected president of the Radio Executives Club of New York at last Thursday's luncheon meeting at the Hotel Roosevelt, New York, final REC conclave this season. Other new officers elected were: Regina Scheubel, radio director, Duane Jones Co., vice president; Louise Spalding, in charge of recordings at J. Walter Thompson Co., secretary; Ralph N. Weil, general manager, WOV New York, treasurer.

Mr. Hedges

BEGINNING of fifth year of *Esso Reporter* on WSJS Winston-Salem, N. C., is appropriately observed by (l to r): R. M. Gray, manager, advertising sales promotion department, Standard Oil Co. of New Jersey, program sponsor; Sterling B. Beeson, Headley-Reed Co., New York, WSJS representative; Curt Peterson, radio director, Marschalk & Pratt, New York, Standard Oil agency, and R. H. Crum, Standard Oil sales promotion department.

At Deadline . . .

CLEAR-CHANNEL HEARINGS TO RESUME JUNE 12

RESUMPTION of clear-channel sessions, which will determine which clears will be broken down, if any, postponed from June 2 to July 7 [BROADCASTING, May 12] in order released by FCC Friday afternoon (earlier story page 83), but further extension may yet be made.

Postponement order, dated May 9, was partial grant of Clear Channel Broadcasting Service's request for continuance to "not earlier than Oct. 15" because of illness of Louis G. Caldwell, CCBS counsel. CCBS has made new plea for further extension, and FCC authorities think some compromise date between July 7 and Oct. 15 may be reached if CCBS request is not granted in full.

FCC feels clear-channel decision needed in time for start of NARBA technical conference, now slated Nov. 1 in Havana. Final evidence expected to take two or three weeks. Time then must be allowed for preparation of briefs, followed by oral argument, and it's estimated up to two months may then be needed to assimilate evidence and start writing decision. Whether U. S. would be willing to request postponement of Nov. 1 Havana conference, or whether it may be postponed otherwise, may be pertinent factor in decision on clear-channel resumption date, observers felt. Hearings started in January 1946; last session was Aug. 5.

GUILD N. Y. CONTRACT; SWEETS ELECTED PRESIDENT

RADIO DIRECTORS GUILD, New York, negotiated contracts ending Oct. 31, 1947 for local directors at WNBC, WCBS, WMCA, New York. WNBC contract provides $10 weekly increase retroactive to Nov. 15, 1946, five-day, 40-hour week, time-and-a-half overtime, three weeks' vacation; $50 weekly starting minimum. WNBC agrees to give union written reasons for dismissals. WCBS contract for local directors includes 20% increase effective Jan. 1, 1947. RDG signed contract for network video directors providing increases from 10% to 50%. Third renewal contract with 11% weekly hike retroactive to Nov. 1, 1946 approved for CBS associate directors. WMCA directors' pact includes $20 weekly increase, $50 starting minimum retroactive to Jan 1, 1947. All contracts are for Guild shop.

William Sweets elected president of RDG. Others elected for one-year term: Joseph Mansfield, vice president; Mitchell Grayson, treasurer; Perry Lafferty, secretary; Tom Bennett, Larry Harding, Leo Hurwitz, Frank Papp, Carl Eastman, Roger Bower, council members.

COWAN SIGNS TOMMY DORSEY

TOMMY DORSEY, noted band leader, to jockey discs by transcription under terms of contract with Louis G. Cowan Inc., guaranteeing him $1,500,000 for five years and $5,000,000 for ten. Shows will run hour apiece across the board, with Mr. Dorsey picking discs and supplying between-records transcribed comments. Guest stars to be used. Bandleader also will be available for live spots on stations carrying transcribed series as he tours country with band. Fifteen Cowan salesmen will promote program series, firm announced.

MARSHALL TO PROBE 'VOICE'; L. A. AD CLUB HITS SILENCING

SECRETARY OF STATE George C. Marshall will investigate Congressional charges that Assistant Secretary of State Benton mishandled "Voice of America" administration, he indicated to House of Foreign Affairs subcommittee Friday (earlier story page 20).

On basis of present information he is satisfied Mr. Benton was doing effective job, Secretary Marshall said. He told subcommittee Mundt bill authorizing "Voice" is necessary expedient for getting world recognition of "American generosity." Rep. John Taber (R-N. Y.) bitter "Voice" opponent, scheduled to climax hearings Saturday.

Hollywood Ad Club, seeking support of nation's advertising organizations, adopted resolution protesting proposed cancellation of "Voice" broadcasts, urging immediate action forestalling such "calamity" which would "leave the field open to aggressive powers . . ." Copies mailed to all advertising clubs.

Government international broadcasting was debated on ABC *America's Town Meeting of the Air* Thursday night and variously described as leading the U. S. to war, or "the only weapon by which the truth is transmitted abroad."

SMITH LEAVING WWSW; SCHLOSS NAMED BY BLOCK

O. M. (Pete) SCHLOSS has resigned from ABC's station relations department to become director of radio for *Pittsburgh Post Gazette* and *Toledo Blade*, according to Paul Block Jr., and William Block, co-publishers of the newspapers. The Blocks also own and operate WWSW and WMOT Pittsburgh, AM and FM stations respectively.

Mr. Schloss fills vacancy created by resignation of Frank R. Smith, WWSW president and general manager, to develop own operation. Mr. Smith is applicant for AM station in Beaver Falls, Pa.

After leaving Harvard in 1936, Mr. Schloss worked for McCann-Erickson, New York, as spacebuyer and later as director of timebuying and station relations. Joining Blue Network (now ABC) as station relations representative in 1942. He will assume new duties early in June.

GROUP NAMED TO STUDY ALL-OUT RADIO SALES DRIVE

SPECIAL subcommittee named Friday to probe NAB idea of industry sales promotion campaign (early story page 86). Membership appointed by Odin S. Ramsland, KDAL Duluth, chairman of NAB Sales Managers Executive Committee, consists of Arthur Hull Hayes, WCBS New York, chairman; H. Preston Peters, Free & Peters; J. Robert Gulick, WGAL Lancaster, Pa.; Louis Read, WWL New Orleans.

Appointment made at meeting of committee in Atlantic City.

PHILCO Corp., Philadelphia, announced record first quarter sales of $50,187,000, topping previous record of $49,132,000 for last quarter of 1946, according to President John Ballantyne. Increasing competition appearing, he said, with "sellers market definitly over."

ALDEN REDUCES PRICE ON FACSIMILE EQUIPMENT

FOUR-INCH facsimile recording unit selling for $100 announced Friday by Milton Alden, president, Alden Products Co., Brockton, Mass. Unit reproduces at rate of 3½ inches per minute and operates off most FM receivers. Amplifier to enlarge image sells for $50, with additional $100 for mahogany chair-side cabinet.

Alden unit demonstrated Saturday at Boston IRE meeting. Lower prices on amplifier and cabinet predicted later in year by Mr. Alden, who also announced price of $800 for utility model enlarging four times to reproduce image 18-inches wide and 48-inches long for bulletin board use.

Closed Circuit

(*Contiued from page 4*)

U. S. 1-A and 1-B channels now in pending file. Adjacent-channel requests mutually exclusive with these will be set for hearing with them as usual. But FCC spokesmen say hearings couldn't be held before fall, and by that time case should be decided.

ONE OF LARGEST FCC hearing calendars ever issued is due for release in late July, scheduling hearings over three or four-month period starting about Sept. 1. Calendar now expected to total some 300 cases, including those already set for hearing and any designated in next few weeks. But some officials think there may be a flurry of amendments to non-conflicting frequencies in meantime, which would cut calendar's size.

HENRY MORGENTHAU Jr., Secretary of Treasury during FDR's incumbency, is still looking for station property in New York City. Presumably his whirl at commentating shortly after he left Cabinet has whetted his appetite for station ownership.

PETRILLO will be approached before summer's end by Independent Motion Picture Producers Assn. unless he proposes something concrete about music in television. Understood 10% of cost of music in any given film will be starting point of discussions.

SOMETHING NEW is upcoming in editorial treatment of crime programs. Vic Ratner, who as promotion manager of CBS some years back won nationwide praise as top man in field, is author of an article titled "Crime Wave on the Air Waves" in July *McCalls*. While he doesn't let radio go scotfree, he nevertheless veers from do-gooders' overdone approach, asserting that crime programs are fevers indicating illness, but not illness itself.

BMB inner circle believed working out plan by which proposed 1948 study could provide station coverage figures for every day of week. This would represent major expansion of BMB service.

WHATEVER plans Arthur C. Nielsen Sr., head of Nielsen Radio Index, may have for expanded service (which he says will not increase rates for his chief radio accounts, ABC, NBC, CBS, WGN, WLW) will have to wait until he returns from tour of England and Europe. He sails for London May 24 where he with Dr. Edward L. Lloyd, managing director of Nielsen British subsidiary, will study marketing conditions in Europe.

Katherine Fox, *WLW's Director of Special Broadcast Services; Vice-President Cincinnati Radio Council; Ways and Means Chairman Zonta Club of Cincinnati; Executive Committee Y.W.C.A.; 7th District Chairman, Association of Women Broadcasters of NAB; Charter Member, Association for Education by Radio and Junior Town Meeting League of America. Director of Women's Activities for the War Finance Committee of Ohio. Ten years with The Nation's Station.*

every radio station Needs a Fox

Once upon a time there was a smart fox. She worked for a radio station. The sign on her door read, "Katherine Fox, Director of Special Broadcast Services". (It might also have added, "And the sales department gets v-e-r-y unhappy with me").

We all agree that a radio station must have advertising revenue to exist. It also must serve the best interests of its audience. Sometimes these two fundamentals cause minor crises. Because if some event, program, or service should be broadcast for the good of our listeners—it must be aired at a time when the majority will hear it. Naturally, this is just the time when the nice clients want their shows broadcast.

Obviously, then, this fox has a tough job—she's strictly in the middle. The sales department and their nice clients scream, tear their hair and beat their chests in frenzied agony — but then they both agree that she is a smart fox that knows what Special Broadcast Services mean to the vast WLW audience.

So what happens? Usually it follows the pattern pointed out by *Variety:* ". . . they think nothing of cancelling an hour of choice commercial time to air a public service show". (Please, *Variety* . . . "think nothing"? You shoulda asked our sales department!)

The moral? Simply that every station should have a smart Fox AND a smart sales department. Happily, for us AND our listeners, we have both.

WLW *Special Broadcast Services* is a separate department requiring the full-time services of four experienced persons. Assistant to Miss Fox is Larry Neville, former FBI agent with 15 years as a writer, producer and special events director with KMOX and WLW. Eloise Coffman Brown, former teacher and director of radio education, has charge of the international division while Jean Friar handles secretarial and office details.

All policy matters in connection with the Special Broadcast Service Department are handled directly through the office of the president of the corporation.

In 1946, WLW broadcast 1,210 hours of programs in the public interest. Had this time been purchased, the cost for station time alone—figured at the greatest possible discounts and not including the cost of dramatic talent, production, music, etc.—would have amounted to $1,134,210.69.

1922 WLW 1947

CROSLEY BROADCASTING CORPORATION